CONSUMER INTENTIONS

TO BUY OR RENOVATE A HOME

Edmonton

A Look at Tomorrow's Customers Today

CMHC SCHL

HOME TO CANADIANS
Canada

CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

A look at tomorrow's customers.... today

Edmonton

November 1999

Canada Mortgage and Housing Corporation

Consumer intentions to buy or renovate a home in Edmonton: a look at tomorrow's customers ... today.

Reports on *Consumer Intentions to Buy or Renovate a Home* are available for Vancouver, Calgary, Edmonton, Toronto, Montréal and Halifax. A National Review of these six markets can also be purchased.

For information on the reports or how to order any number of them contact CMHC by:

1. Sending an e-mail to intention@cmhc-schl.gc.ca
2. Calling the National Intentions Hot Line at (613) 748-2582
3. Calling any of CMHC's Regional Business Centres

Vancouver:	Jeff Bacon	(604) 737-4088
Calgary:	Nicole Church	(403) 515-3007
Edmonton:	Nicole Church	(403) 515-3007
Toronto:	Norma Trivino	(416) 218-3317
Montréal:	Paul Cardinal	(514) 283-8391
Halifax:	Johannes O'Callaghan	(902) 426-4708

Custom tables and special analysis of the Edmonton survey results can also be provided by CMHC. Should you have questions or comments on the content of this report, or wish to discuss the costs and timeframes for obtaining additional custom analysis of the results, contact Richard Goatcher, Market Analyst at (780) 423-8729.

© Canada Mortgage and Housing Corporation 1999. All rights reserved. No portion of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, electronic, photocopying, recording or otherwise without the prior written permission of Canada Mortgage and Housing Corporation.

NHA 2375
ISBN : 0-660-17923-7

Table of Contents

Page

Overall highlights 5

Part A - Home purchase intentions

Key market statistics 7
Potential home buyers come from all parts of city 8
Who will buy? Characteristics of home purchase intenders 9
Younger households set the pace for the housing market 10
Household size defines intentions 11
Most buyers are looking to move up 12
Regardless of the area of the city in which they will move, over half intend to spend more on their next home purchase 13
What are buyers looking for -- home buyer preferences 14
Most buyers are looking for a home over 1,200 sq.ft 15
Residents of southwest Edmonton have greatest loyalty to their area 16
The price dimension ... Most buyers are interested in homes under $150,000 17
Income segments the market 18
The larger their purchase budget, the more likely they are to buy a brand new home 19
Intended expenditure varies by sub-market neighbourhoods 20
Household size alone is not a good predictor of home value 21
Half of consumers are looking at pre-owned single family homes 22
New single-detached homes are preferred by higher income households 23
Larger homes tend to be new single detached 24
Home type varies by area of the city 25
Larger homes are sought in Southwest Edmonton 26
Price range and home size work in tandem 27
Moderately sized homes have a broad appeal 28
Household size is an important determinant of desired home 29
Economic factors are the primary reason for delaying a home purchase 30
Those not currently in the housing market can be induced to enter 31
Summary on home purchase intentions 33

Part B: Home renovation intentions

Page

Overview 34
Intentions to renovate vary by Edmonton sub-markets 35
Who will renovate? Characteristics of home renovation intenders 36
Readiness to renovate and age 37
Readiness to renovate and household size 38
What work is being planned? Renovation projects and spending 39
Strength of intentions by planned renovation 40
Homeowners plan to spend substantial amounts on renovations 41
Planned spending on specific projects 42
Household income influences the projects planned 43
Larger families plan more substantial renovations 44
The age of the household influences both the type and value of renovations 45
The location of the type and value of the renovation varies among region of the city 46
Who will do the renovation work? Use of contractors and do-it-yourself 47
The use of skilled trades people/contractors increases with the scope of work 48
The more extensive the renovation the more likely it will involve professionals 49
Household income does not necessarily predict personal time invested 50
Households interested innovations consult a variety of sources 51
What factors influence renovation intentions ? 51
Many who have no plans to renovate could change their minds under the right conditions 52
Summary on renovation intentions 53

APPENDIX 1 About the Research the Questionnaire and future surveys 54

APPENDIX 2 Definition of "Intentions" 56

DATA REPORT 59

Overall highlights

Home purchase intentions

Edmonton housing market shows strong demand

- Almost 12% of Edmonton households are in the market for a home.
- Some 7% are *ready to buy* now, and another 5% are *looking to buy*. Should all these sales transpire over the next year, this represents some $6.2 billion in sales.
- Renters are the most keen to purchase. Of those intending to purchase in the coming year, 62% are renters.

Home purchasers are young and from all parts of Edmonton

- Those households with incomes over $60,000 per year tend to be in the market now as opposed to *looking to buy* in the next year.
- The demand for home purchases is broadly based in all income groups except the lowest (under $40,000). Almost 20% of households with heads between 24 and 35 years of age are either *ready or looking to buy.*
- Considerable demand for home ownership in Edmonton comes from new arrivals from outside the city, many of which are younger first-time buyers.

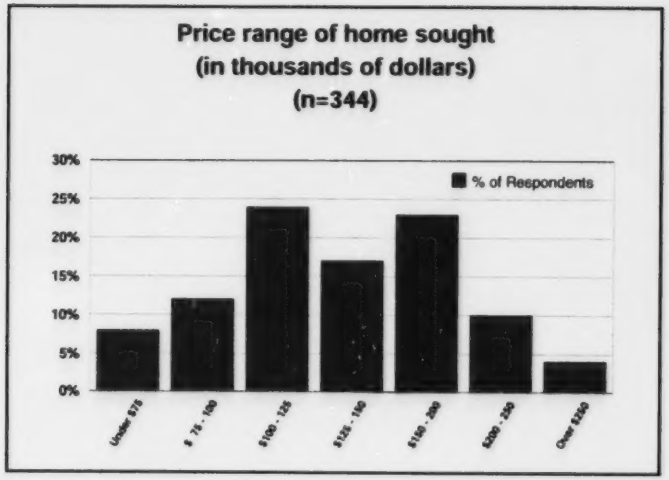
The market divides into a number of segments

- Most Edmonton owners are looking to move up (57%).
- Overall, homes between 1000 sq. ft. and 1600 sq. ft. are the most in demand, with homes between 1200 - 1600 sq. ft. being the most popular.
- Most buyers want a freeheld, pre-owned, single detached house in an established neighbourhood. That said, more than one-quarter of buyers are most interested in brand new homes.
- The bulk of the market in Edmonton is for homes between $100,000 and $175,000. Those with incomes over $80,000 are most interested in homes in brand new homes priced over $150,000.
- The growth areas of the city appear to be Southwest Edmonton, St. Albert and in areas outside the city. The

buyers are moving away from Central Edmonton and the Northwest.

Renovation intentions are common

- From this survey, almost 45% of all current homeowners state they have thought about home renovations. Approximately 18% are *ready to renovate* immediately.
- Those households head by someone under 35 year of age are most likely to have plans to renovate in the coming year (60%). Those 25 to 34 years are also the most likely to be *ready to renovate* (47%).
- Most renovations planned are interior decorating, with 45% planning painting and wallpapering. This partly, accounts for the fact that two-thirds of renovators plan to do at least part of the work themselves.



Part A - Home buyers

Key market statistics

Synopsis

The Edmonton housing market will be active in the coming year, mainly being driven by consumers looking to move from rental accommodations. Partly, this reflects the fact that higher-priced rental units are in short supply in Edmonton despite some new construction. Escalating rents are encouraging more upper-income earners to look at purchasing. However, the market is being lead by younger households looking for a move up.

A high number of Edmonton residents plan to purchase in the next year

About 12% of Edmonton residents are either *ready to buy* (actively searching for a home) or are *looking to buy* (actively planning a home purchase) in the next year. About 7% of households are looking to buy now (strong intentions) and 5% are looking to buy in the near future (moderate intentions). With a population of 330,000 households in the Greater Edmonton Area, this represents about 23,000 households that are ready to purchase a brand new or pre-owned home in the near future. Another 16,500 are looking to buy in the medium term. Typically those *looking to buy* are not as proactive in their search for a house. They tend to respond to opportunities (such as seeing or hearing about a potential home) or need a change in their economic/family situation before actively visiting houses for sale.

Strength of home purchase intentions		
	(n)	(%)
Strong	202	7%
Moderate	142	5%
Non-Intender	2,666	89%
Total	3,010	101%
Note: Totals may not sum to 100% due to rounding		

How do we define someone who intends to purchase?

Generally, households who *are ready to buy*, that is, those we judge to have *strong intentions*, state that they have a high (more than 50/50) chance of buying in the next 6 or 12 months, have a pre-approved mortgage *and* have engaged in some form of active search. By active search we mean using a Realtor, arranging a pre-approved mortgage, or visiting homes (new and pre-owned) for sale[1]. Those *looking to buy* are households we judge to have more moderate intentions and report a 50/50 chance or less of buying in the next 6 or 12 months, but still say they are in the market for a home. *(See Data Report for details).*

[1] How we measure intentions is described in Appendix 2.

Potential home buyers come from all parts of the city

There is little difference in intentions to buy by the area of the city in which they currently live. There is some indication that there are strong intentions among residents in Northwest and Southwest Edmonton, while the least interest is in outlying communities of St. Albert and Sherwood Park.

- Some 13% of those currently living in Northwest Edmonton are intending to buy in the next year, while a similar number (14%) of those living in Southwest Edmonton also plan to buy.
- Only 8% or less of those currently living in St. Albert or Sherwood Park intend to purchase in the next year.
- In Other/outside areas - which include communities such as Spruce Grove, Leduc and Fort Saskatchewan, 13% are intending to buy in the next year.

As we will see later, these intenders do not necessarily intend to buy in the area in which they currently live.

Location of intender by strength of intentions

	Strong	Moderate	Non-Intender
Total Sample (n=2,947)	7%	5%	87%
Northwest (n=310)	8%	5%	87%
West (n=399)	7%	5%	88%
Southwest (n=289)	7%	7%	86%
Central (n=639)	7%	5%	88%
Southeast (n=268)	6%	3%	91%
Northeast (n=297)	5%	4%	91%
St. Albert (n=137)	5%	3%	92%
Sherwood Park (n=168)	5%	2%	94%
Other/outside (n=440)	8%	5%	87%

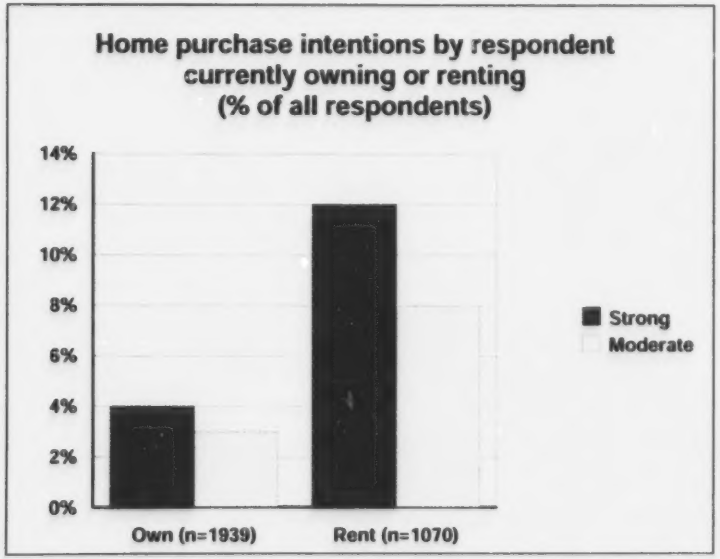
Note: Totals may not sum to 100% due to rounding

Who will buy? - characteristics of home purchase intenders

Renters are the most interested in purchasing

Renters, comprised mostly of first-time purchasers are the keenest to purchase. Renters account for 62% of all home purchase intenders.

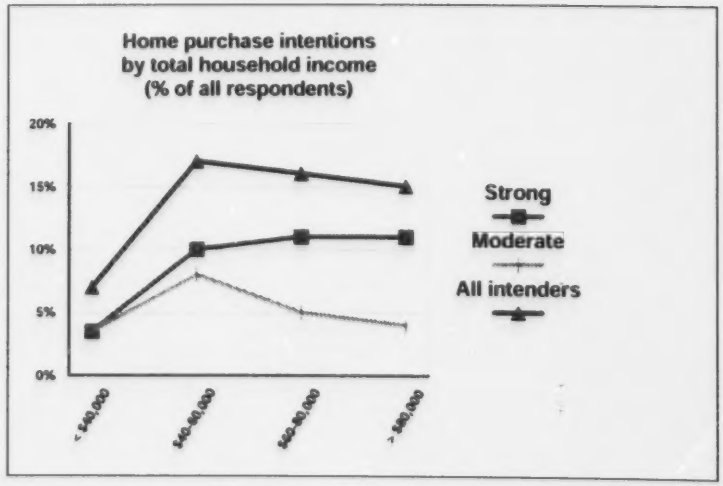
- Of all renters, 12% are *ready to buy* and another 8% are *looking to buy.*
- This compares with 7% of homeowners who are *ready to buy* and another 3% who are looking.



Home purchase intentions intensify at higher incomes

Higher income households who are intending to purchase a home are the most *ready to buy.*

- Among households with an income of $40,000 or less, only 4% are *ready to buy* compared to 3% who are *looking to buy.*
- That is, 7% in this income category are "in the market."
- As income rises, more households register stronger intentions to buy. Once household income surpasses $40,000, the intensity of purchase intentions rises from "moderate" to "strong". Of the households with incomes over $60,000 almost 11% are *ready to buy.*
- Higher-priced rental units are in short supply in Edmonton despite some new construction. Escalating rents encourage more upper-income earners to look at purchasing. .



Younger households are setting the pace for the housing market

Interest in purchasing a home is led by younger households.

- Those aged between 25 and 34 years are most likely to be planning a home purchase in the next year. Almost 20% of this age cohort are in the market with 12% *ready to buy*, compared to only 10% of intenders in total among those aged 18-to-24.
- Intentions to buy decline as respondents get older. About 14% of those between 35 and 44 are in the market, 6% of those between 55 and 64, and only about 3% of those over 65.

Strength of home purchase intentions by age

	18 - 24 (n=178)	25 - 34 (n=622)	35 - 44 (n=787)	35 - 44 (n=532)	55 - 64 (n=334)	65 and over (n=462)	Total (n=2,915)
Strong	7%	12%	8%	7%	4%	<1%	7%
Moderate	3%	7%	6%	4%	2%	3%	5%
Non-intender	90%	81%	86%	89%	89%	97%	88%

Note: Totals may not sum to 100% due to rounding

Household size defines intentions

The strongest demand for a home purchase is by those households with 3 members.

- About 15% of households with 3 members are in the market for a home, suggesting that young families are an important component of the Edmonton market.

Households with younger children will buy sooner

Households with children under 18 are also more likely to be in the market.

- 15% of those with children under 18 in their household intend to buy in the next 12 months. Some 9% are *ready to buy.*

Strength of home purchase intentions by household composition

	Size of household				Children under 18		Total (n=2,977)
	1 member (n=713)	2 members (n=916)	3 members (n=495)	4 or more (n=853)	Yes (n=1,098)	No (n=1,877)	
Strong	4%	7%	10%	7%	9%	5%	7%
Moderate	3%	5%	5%	5%	6%	4%	5%
Non-intender	93%	87%	85%	87%	85%	91%	88%

Note: Totals may not sum to 100% due to rounding

Most buyers are looking to move up

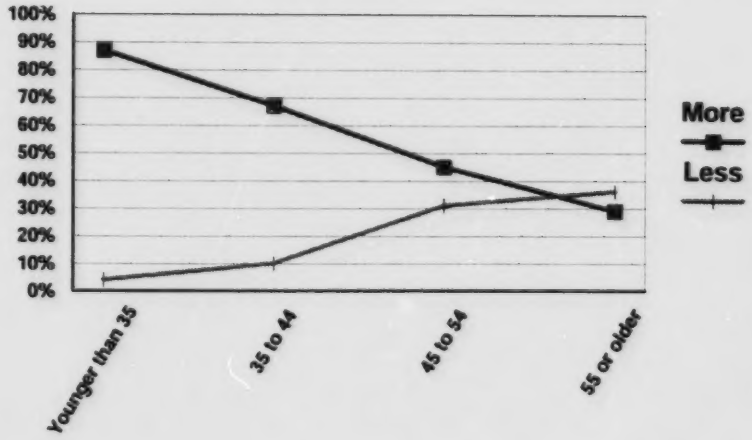
Of those respondents who currently own a home, most (57%) will be spending more on their next home compared with the value of their current home.

Price compared with value of current home		
Will spend...	(n)	(%)
More	74	57%
About the same	27	21%
Less	25	19%
Not sure	3	2%
Total	129	99%
Note: Total may not add to 100% due to rounding.		

Younger buyers are more likely to move up, while older buyers are looking to move down market.

While almost 80% of those under 35 years of age expect to spend more on their next home, less than 30% of those over 55 years of age expect this to be the case. In fact, slightly more in this oldest age group expect to spend less on their next home.

Price compared with value of current home by age (n=129)



Regardless of the area of the city in which they will move, over half intend to spend more on their next home purchase

- The exception are those moving to other areas outside the city. While many will move up, a majority intend to spend about the same or less.
- Those looking to buy in Southeast, Central and Northeast Edmonton are most likely to be looking to spend more.

Caution should be used in interpreting these results as the number of respondents for each area are very small.

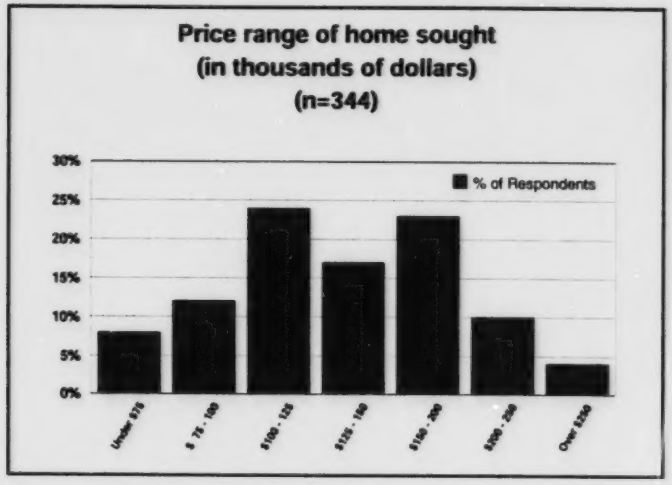
Price compared with value of current home by area of the city intending to buy

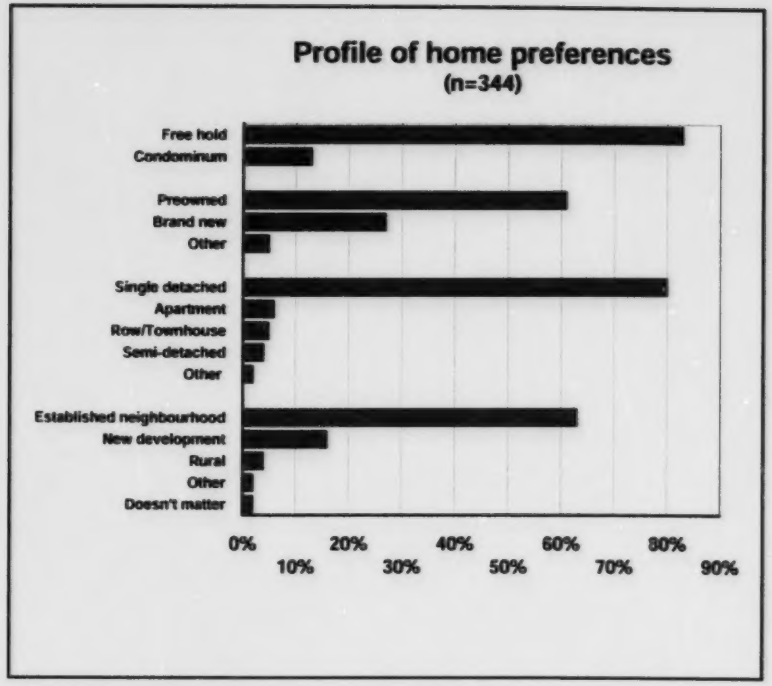
	Northeast (n=10)	Northwest (n=7)	West (n=18)	Southwest (n=23)	Southeast (n=11)	Central (n=5)	St. Albert (n=9)	Sherwood Park (n=10)	Other (n=36)	Total (n=129)
More	70%	57%	56%	61%	82%	80%	56%	63%	40%	55%
About the same	10%	29%	17%	17%	18%	-	33%	13%	29%	22%
Less	10%	14%	28%	17%	-	20%	11%	25%	29%	20%
Don't know/refused	10%	-	-	4%	-	-	-	-	2%	3%
Note: Totals may not sum to 100% due to rounding										

What buyers are looking for--home buyer preferences

Most home buyers (about two thirds of all those intending to buy in the next year) are looking at spending in the range of $100,000-$200,000. Less than 15% will spend over $200,000 and few prospective home buyers (only 8% of intenders) in Edmonton are looking for a home priced less than $75,000.

The most popular single-detached resale homes in Edmonton are priced between $100,000 and $130,000 while the best-selling new single-family units are priced between $160,000 and $200,000.





Most buyers are interested in a home that is:

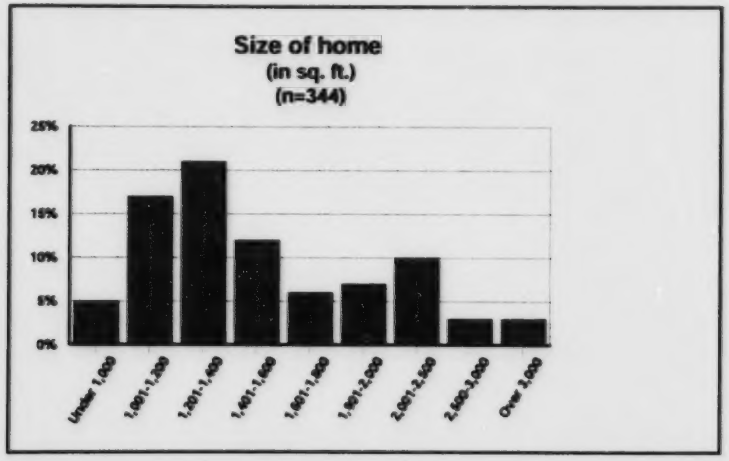
- pre-owned
- single-detached
- in an established neighbourhood
- a freehold.

Over one-quarter are primarily interested in a brand new home, and 16% will buy in a new subdivision or development.

While most intender claim to want a freehold arrangement, 13% want a condominium.

Most homebuyers are looking for a home over 1,200 sq. ft.

- About 20% are looking for a home 1,200 sq. ft. or smaller including 5% who want a home under 1,000 sq. ft.
- At the other end of the market, about 20% are looking for homes over 2,000 sq. ft., including about 3% who want a home over 3,000 sq. ft.
- Almost 20% of potential homebuyers said they could not estimate the size of home (in terms of number of square feet) they were looking for.

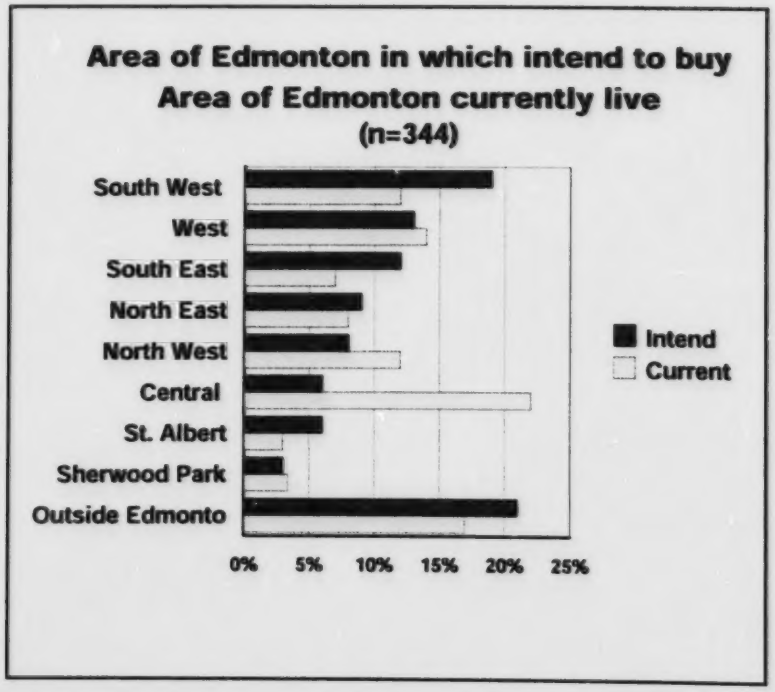


Many home buyers plan to move out of their current area

While many home purchasers plan to stay in the area they currently live, others plan to move to another area of the city.

The biggest beneficiaries of this migration are Southwest Edmonton, St. Albert, and other areas outside the city. The biggest loser is Central Edmonton.

The submarket in Edmonton with the greatest loyalty is Southwest Edmonton, with 63% of those currently living in this area intending to buy within this same area.



Residents of Southwest Edmonton have greatest loyalty to their area

The submarket in Edmonton with the greatest loyalty is Southwest Edmonton, with 63% of those currently living in this area intending to buy within this same area. (see table opposite)

West Edmonton is also popular among those who currently live there. Over half those who live in West Edmonton will buy a home within this area.

The lowest area loyalty is Central Edmonton. Only 16% of buyers in this area intend to buy a home in this same area. They are more likely to buy in Southeast or Southwest Edmonton.

As the table below shows, the strength of intentions is similar regardless of the area in which they are most likely to buy. That said, those intending to purchase in the Northwest are the most likely to be *ready to buy* (78%), while those looking in Central Edmonton are the least likely to in the market (31%).

Top two sub-markets by current area of residents

Plan to move from...	
Northeast Edmonton to (n=28)	
Northeast	39%
Southwest	11%
Northwest Edmonton to (n=41)	
Northwest	37%
Northeast	20%
West Edmonton to (n=49)	
West Edmonton	53%
Southwest	14%
South west Edmonton to (n=40)	
Southwest	63%
Southeast	15%
Central Edmonton to (n=77)	
Southeast	25%
Southwest	23%
Southeast Edmonton to (n=25)	
Southeast	36%
Southwest	24%

Strength of intention by area in which most likely to buy

	Northeast (n=32)	Northwest (n=27)	West (n=44)	Southwest (n=64)	Southeast (n=42)	Central (n=21)	St. Albert (n=21)	Sherwood (n=10)	Other (n=72)
Strong	58%	78%	53%	59%	57%	31%	53%	54%	66%
Moderate	42%	22%	47%	41%	44%	69%	47%	46%	34%

Note: Totals may not sum to 100% due to rounding

The price dimension....

Most buyers are interested in homes under $150,000

Overall, most prospective buyers (85%) are looking for a home under $200,000. In fact, most (62%) are considering a modestly priced home under $150,000.

- Generally, strength of intentions to purchase increase with the value of the home being considered. Some 70% of those who will purchase a home valued over $200,000 are *ready to buy*, while 65% of those seeking a home in the $150,000 to $200,000 range are also strong intenders.
- This compares to just over half of those considering a home valued less than $150,000.

First choice of home sought by home size (square feet)						
	Under $100,000 (n=67)	$100,000-$125,000 (n=81)	$125,000-$150,000 (n=59)	$150,000-$200,000 (n=78)	Over $200,000 (n=50)	Total (n=335)
Strong	56%	51%	55%	65%	70%	59%
Moderate	44%	49%	46%	35%	30%	41%
Note: Totals may not sum to 100% due to rounding						

Income segments the market

Most respondents with less than $40,000 annual income are looking for homes priced at or below $100,000.

Higher income respondents have higher expectations about the homes they could afford.

- Those in the $40,000 - $60,000 income bracket are looking at homes between $100,000 and $150,000.
- Respondents in the $60,000 - $80,000 income range are thinking about homes over $150,000, with over one-quarter considering a home priced above $200,000.
- Finally, in the highest income bracket, respondents split, with 36% looking for homes in the $150,000 - $200,000 range and the same percentage interested in the over-$200,000 range .

Price range of home sought by total household income

	$40,000 or less (n=75)	$40,000-60,000 (n=111)	$60,000-80,000 (n=60)	$80,000-100,000 (n=31)	$100,000 or more (n=28)	Total (n=305)
Under $100,000	39%	19%	13%	-	4%	19%
$100,000-125,000	29%	33%	13%	11%	8%	24%
$125,000-150,000	16%	21%	16%	14%	14%	17%
$150,000-200,000	9%	21%	33%	43%	36%	23%
Over $200,000	7%	5%	25%	26%	36%	15%
Don't know/refused	1%	2%	-	6%	3%	3%

Note: Totals may not sum to 100% due to rounding

The larger their purchase budget, the more likely they are to buy a brand new home

Single-family dwellings dominate the housing market, and pre-owned homes will take the largest share. About half the market, regardless of what they intend to spend on a home, will buy a pre-owned home.

- The more a buyer is planning to spend on a home the more likely the purchase will be a new home. Of those intending to purchase a new home, almost 60% will spend over $150,000 including 25% who are looking in the over $200,000 price range
- Conversely, those looking for a pre-owned home are more likely to spend less. Some 70% of those looking for a pre-owned home are looking to spend under $150,000.

Type of home sought by price range

	New (n=91)	Pre-owned (n=209)	Other (n=19)	Total (n=319)
Under $100,000	9%	25%	14%	20%
$100,000-125,000	12%	28%	21%	23%
$125,000-150,000	18%	17%	9%	17%
$150,000-200,000	32%	14%	26%	23%
Over $200,000	25%	13%	20%	14%
Don't know/refused	4%	1%	9%	3%

Note: Totals may not sum to 100% due to rounding

Intended expenditure varies by sub-maket neighbourhoods

High value homes are most likely to be sought in Southwest Edmonton

- Home purchasers in Southwest Edmonton and St. Albert are more likely to be searching for high-end homes. They are most interested in homes priced over $150,000 and a substantial number are looking for homes over $200,000 in price.
- The average price of a resale single-detached home in the city's Southwest was near $179,000 during the third quarter of 1999, compared with $159,000 in St. Albert.
- Those looking in West Edmonton or Sherwood Park are most interested in homes between $150,000 and $200,000.
- Almost all those who are looking in Central Edmonton are considering homes valued under $125,000.

Value of home sought by area most likely move to

	Northeast (n=32)	Northwest (n=27)	West (n=44)	Southwest (n=64)	Southeast (n=42)	Central (n=21)	St. Albert (n=21)	Sherwood (n=10)	Other (n=72)	Total (n=333)
Under $100,000	31%	22%	16%	14%	17%	24%	-	-	28%	19%
$100,000 to 125,000	18%	25%	16%	23%	24%	56%	14%	20%	25%	24%
$125,000 to 150,000	24%	19%	14%	14%	25%	8%	36%	10%	10%	17%
$150,000 to 200,000	6%	21%	43%	25%	20%	5%	41%	60%	14%	23%
Over $200,000	22%	11%	11%	24%	7%	5%	5%	20%	17%	14%
Don't know/refused	3%	4%	-	-	5%	-	5%	-	6%	3%

Note: Totals may not sum to 100% due to rounding

Household size alone is not a good predictor of home value

Single person households typically have less income and 50% of these respondents report most interest in homes less than $125,000. As the number of persons in the household increases, interest shifts slightly to homes in the $125,000 - $200,000 range.

With four or more persons in the household, interest splits with 40% desiring homes under $125,000 and another 40% looking in the over $150,000 range.[2]

Price range by household size

	1 person (n=47)	2 person (n=115)	3 person (n=72)	4 or more persons (n=109)	Total (n=343)
Under $100,000	26%	16%	17%	23%	20%
$100,000-125,000	24%	27%	26%	18%	24%
$125,000-150,000	19%	17%	19%	14%	17%
$150,000-200,000	15%	25%	19%	25%	23%
Over $200,000	17%	12%	15%	15%	15%
Don't know/refused	-	3%	3%	6%	3%

Note: Totals may not sum to 100% due to rounding

[2] It is important to stress that income, household size, and number of children in the home simultaneously determine housing preferences.

Half of consumers are looking at pre-owned single family homes

Among those who intend to purchase a home in the next year (strong and moderate intenders), almost three-quarters are looking for a single-family home.

- Half are looking for a pre-owned single-family home, while 22% are looking for a new single-family home.
- In fact, 25% are looking for new homes -- whether they be single-family, row, townhouse, or an apartment.
- Some 8% are looking for a duplex, rowhouse, or townhouse either new, or (more likely) pre-owned.

First choice of home type		
	(n)	(%)
Pre-owned		
Pre-owned single-family	172	50%
Pre-owner duplex/row/townhouse	19	6%
Pre-owned apartment	8	2%
New		
New single-family	77	22%
New duplex/row/townhouse	7	2%
New apartment	5	1%
Other Type of Home	21	6%
Don't know/refused	35	10%
Total	344	99%
Note: Totals may not sum to 100% due to rounding		

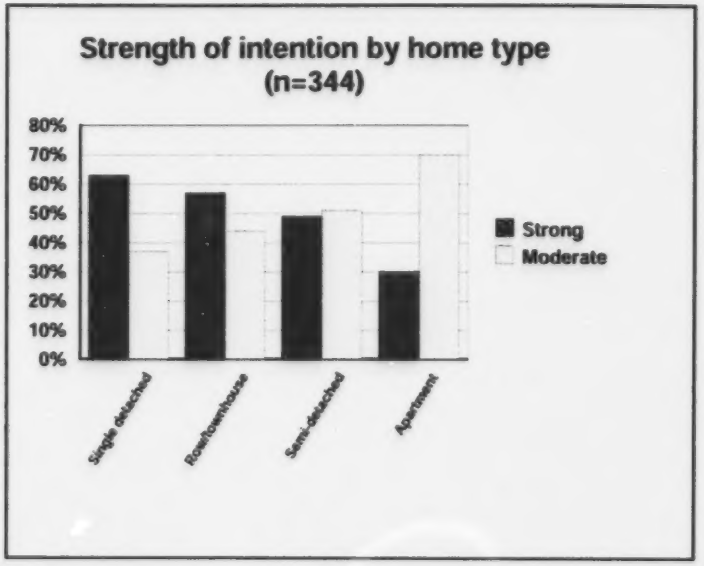
Most are looking in established neighborhoods

Home purchase intenders are most often looking in an established neighbourhood. Over 60% will most likely buy a home in an established neighbourhood, which corresponds with the desire to buy a pre-owned home. About 16% will buy in a new subdivision or development.

However, almost 80% of those looking in new subdivisions are *ready to buy*, as compared with only 55% of those interested in a home in an established neighbourhood.

And while over one-quarter are looking for a new home, these intenders are much more committed in the near term than are those looking for a previously occupied home. Some 68% of those planning to purchase a new home are *ready to buy* compared with 58% of those interested in previously owned homes.

Desired house type also predicts strength of intention, with 63% of those interested in single-detached homes being *ready to buy.*



New single-detached homes are preferred by higher income households

Some 51% of respondents in the less than $40,000 income bracket are most interested in pre-owned single-family homes. Another 12% are looking for pre-owned duplexes, row, townhouses, or apartments.

- As income increases, so generally does interest in new single-family homes. About 28% of those with incomes between $60,000 and $80,000 per year are interested in new single-family homes.
- Among those in the highest income group, 36% are most interested in new single-family homes. At the same time 51% in this income range are interested in pre-owned single-family homes.
- Few higher-income intenders are interested in dwellings other than single-family, where the greatest interest comes from those in the lowest income group.

First choice of type of home sought by total household income

	$40,000 or less (n=75)	$40,000-60,000 (n=111)	$60,000-80,000 (n=60)	$80,000 or more (n=59)	Total (n=305)
New single-family	19%	13%	28%	36%	22%
Pre-owned single-family	51%	53%	49%	51%	51%
New duplex/row/townhouse	3%	-	2%	5%	2%
Pre-owned duplex/row/townhouse	9%	8%	2%	2%	6%
New apartment	1%	3%	-	-	1%
Pre-owned apartment	3%	5%	2%	-	3%
Other type of home	4%	9%	4%	5%	6%
Don't know/refused	11%	10%	13%	2%	9%

Note: Totals may not sum to 100% due to rounding

Larger homes tend to be new single detached

The larger the desired home, the more likely the buyer is to be looking for a new single-detached unit.

- Those looking for a home under 1,200 sq. ft. will most likely buy a pre-owned single-detached (39%) or duplex, row or townhouse (29%).
- Those looking for a moderate sized home (between 1,200 and 1,600 sq. ft.) are mainly in the market for a pre-owned single-detached home.
- Larger home buyers (over 2,000 sq. ft.) are almost exclusively looking for single-detached dwellings. They are also much more likely to want a new home.

First choice of home sought by home size (square feet)

	Under 1200 (n=76)	1200-1600 (n=113)	1600-2000 (n=46)	Over 2,000 (n=51)	Total (n=286)
New single-family	9%	21%	30%	41%	23%
Pre-owned single-family	39%	61%	39%	41%	48%
New duplex/row/townhouse	-	1%	2%	6%	2%
Pre-owned duplex/row/townhouse	16%	1%	2%	2%	5%
New apartment	5%	1%	-	-	2%
Pre-owned apartment	8%	2%	-	-	3%
Other Type of Home	12%	4%	7%	6%	7%
Don't know/refused	9%	9%	13%	8%	9%

Note: Totals may not sum to 100% due to rounding

Home type varies by area of the city

Other than Central Edmonton, single-detached homes dominate the market in all areas of the city.

- Three-quarters of those looking in Central Edmonton are interested in something other than a single-detached home. As such, it should be no surprise that 35% of the city's new multiple units were constructed in the Central City in 1998.
- Those looking in the Northeast or Northwest tend to be more often considering new single-detached housing, while those in the Southeast are almost exclusively looking for pre-owned homes.
- Those looking in the West, while still predominately in the market for a single-detached house, are also considering other home types.

First choice of home type sought by area of the city (Submarkets)

	Northeast (n=32)	Northwest (n=27)	West (n=44)	Southwest (n=64)	Southeast (n=42)	Central (n=21)	St. Albert (n=21)	Sherwood Park (n=10)	Other (n=72)	Total (n=333)
New single-family	32%	36%	25%	25%	14%	-	26%	43%	19%	23%
Pre-owned single-family	46%	53%	43%	48%	69%	26%	44%	43%	55%	50%
New duplex/row/townhouse	-	3%	2%	-	-	-	16%	-	3%	2%
Pre-owned duplex/row/townhouse	7%	-	8%	7%	10%	7%	-	-	3%	5%
New apartment	-	-	5%	-	-	13%	-	-	-	2%
Pre-owned apartment	-	-	3%	-	-	23%	-	-	3%	2%
Other Type of Home	9%	-	8	10%	-	13%	-	-	6%	6%
Don't know/refused	5%	8%	6%	10%	7%	19%	14%	15%	13%	10%

Note: Totals may not sum to 100% due to rounding

Larger homes are sought in Southwest Edmonton

- While there is a market for homes under 1,600 sq. ft. in Southwest Edmonton, this is the area where larger homes are most in demand. Some 40% of consumers looking to buy in Southwest Edmonton want home over 1,600 sq. ft. including about 25% who are looking for something over 2,000 sq. ft.
- Larger homes (over 2,000 sq. ft.) are also more likely to be in demand in the Northwest (18%) and West (16%).
- Three-quarters of those looking to buy in Central Edmonton are looking for a home 1,200 sq. ft. or less.
- The demand for smaller homes (under 1,600 sq. ft.) is also more common in the Southeast (61%) and Northeast (57%).

Size of home by area most like to move to

	Northeast (n=33)	Northwest (n=27)	West (n=45)	Southwest (n=64)	Southeast (n=43)	Central (n=20)	St. Albert (n=21)	Sherwood (n=12)
1,200 or less	27%	7%	9%	19%	28%	75%	10%	8%
1,201 to 1,600	30%	41%	36%	31%	33%	15%	38%	25%
1,601 to 2,000	15%	11%	24%	14%	12%	5%	14%	17%
2,001 to 2,500	6%	11%	7%	17%	9%	-	5%	33%
Over 2,500	3%	7%	9%	8%	2%	-	5%	8%
Don't know/refused	18%	8%	13%	11%	12%	6%	28%	8%

Note: Totals may not sum to 100% due to rounding

Price range and home size work in tandem

Preferred house size and expected price range are highly correlated. Consumer expectations are closely aligned with realities of the market place, showing that those actively looking have a good understanding of the current housing market in Edmonton.

- Generally, households seeking homes over $200,000 also want over 2,000 square feet.
- Consumers seeking homes under $100,000 are looking for an 800 - 1,400 sq.ft. house.
- A typical new single-detached home built in Edmonton during the first half of 1999 sold for approximately $185,000 and was 1,750 sq. ft. in size.

Size of home sought (in square feet) by price range

	Under $100,000 (n=67)	$100,000-125,000 (n=81)	$125,000-150,000 (n=56)	$150,000-200,000 (n=78)	Over $200,000 (n=50)	Total (n=332)
Under 1,000	18%	5%	2%	-	-	5%
1,001 - 1,200	24%	29%	18%	4%	8%	17%
1,201 - 1,400	16%	24%	32%	22%	10%	21%
1,401 - 1,600	4%	12%	13%	23%	2%	12%
1,601 - 1,800	3%	4%	6%	10%	10%	7%
1,801 - 2,000	3%	3%	8%	13%	8%	7%
2,001 - 2,500	3%	2%	3%	14%	32%	10%
2,501 - 3,000	-	-	4%	4%	8%	3%
3,001 - 3,500	-	-	2%	-	10%	2%
Over 3,500	-	-	2%	1%	-	1%
Don't Know/Refusal	30%	21%	11%	9%	12%	17%

Note: Totals may not sum to 100% due to rounding

Moderately sized homes have a broad appeal

Most prospective buyers are interested in homes 1,200 sq. ft. or larger -- few want a smaller home. At the same time, about 24% of those *ready* or *looking to buy* are interested in homes with between 1,600 and 2,500 sq. ft. Only 4% are looking at homes in the 2,500 - 3,000 sq. ft. range and 5% are looking at larger homes than this.

- Lower and middle income households (with incomes less than $60,000 per year) are concentrating on homes under 1,600 sq. ft.[3]
- While those in the lower income groups are primarily looking for a home 1,600 sq. ft. or less, higher income households tend to want something larger.
- At higher incomes, buyers appear to be interested in higher-valued, smaller homes, such as large condominiums and larger executive, or single-detached houses. Lower income households focus on smaller homes.

Size of home being considered (in square feet) by total household income

	$40,000 or less (n=75)	$40,000-60,000 (n=111)	$60,000-80,000 (n=60)	$80,000 or more (n=59)	Total (n=305)
1,200 or less	23%	33%	10%	2%	20%
1,201 - 1,600	40%	31%	35%	37%	35%
1,601 - 2,000	7%	11%	27%	19%	14%
2,001 - 2,500	7%	6%	12%	19%	10%
Over 2,500	1%	5%	3%	14%	5%
Don't know/refused	24%	15%	18%	8%	17%

Note: Totals may not sum to 100% due to rounding

[3] Edmonton's average household income in 1998 was $ 48,044

Household size is an important determinant of desired home

Naturally, household size is a key determinant of desired house size.

- Single- and two-person households are looking for homes under 1,600 sq. ft. As household size increases, interest in larger homes rises, and interest in homes under 1,200 sq. ft. declines.
- Only 10% of households with three-or-more members are interested in homes less than 1,200 sq. ft.

Across all household sizes, about a third of respondents state they are interested in homes in the 1,200 - 1,600 sq. ft. range. In the largest category - over 2,500 sq. ft. - 2% of respondents in single-person households stated that this was the home they were seeking, compared to 15% of four-or-more person households.

Size of home sought (in square feet) by household size

	1 person (n=47)	2 person (n=115)	3 person (n=72)	4 or more persons (n=109)	Total (n=343)
1,200 or less	51%	27%	10%	10%	21%
1,201 - 1,600	23%	32%	40%	33%	33%
1,601 - 2,000	11%	10%	18%	15%	13%
2,001 - 2,500	4%	7%	4%	18%	10%
Over 2,500	2%	6%	4%	7%	6%
Don't know/refused	8%	17%	23%	17%	17%

Note: Totals may not sum to 100% due to rounding

Economic factors are the primary reason for delaying a home purchase

Almost half of the respondents report that economic factors, such as personal finance and job security, were the most important factors in delaying a home purchase decision.

Almost one-quarter (22%) stated that housing market conditions may delay their home purchase.

Circumstances that delay home purchase (n=136)		
	(n)	(%)
Economic	**65**	**48%**
Change in household job situation	30	22%
Change in household financial	26	19%
Interest rates	8	6%
Refusal of credit/need more credit	1	1%
Housing Market	**30**	**22%**
Cannot find the right home	12	9%
Poor price for existing home/cannot sell home	10	6%
Home prices too expensive	8	6%
Personal	**18**	**13%**
Just bought a home	9	6%
Death/death of family member	3	2%
Develop health/mobility problems	3	2%
Renovate existing home	2	1%
No longer need to move	1	1%
Other	**35**	**26%**
Miscellaneous delay factors	16	12%
Nothing would delay	10	7%
Don't know/refused	9	7%
Note: Totals do not sum to 100% due to multiple responses being allowed.		

- Almost 10% mentioned problems finding the 'right' home or a home in the neighbourhood they want.
- Others (6%) mentioned the problem of selling their existing home and getting the amount they want for it.
- Finally 5% express concern that home prices might be too expensive, thus preventing them from buying.

Edmonton's resale markets have experienced declining listings and rising prices in 1999. While this is encouraging more new construction, affordability may become a concern for some at the lower income levels as prices continue to climb in 2000.

Personal factors intrinsic to the household may also impede home purchase.

- Even though this sub-sample pertains only to those who delayed a home purchase in the past next months, 6% stated they had just purchased a home.
- Other personal factors that might delay a purchase are a death in the family or illness (5% expressed that this might delay their purchase).

This analysis shows that economic factors, largely outside the control of the household, such as loss of employment, pose the most important threats to consumers looking for homes. Interest rates, arguably the major impediment in the eighties, have long receded as a negative factor in the housing market.

Those not currently in the housing market can be induced to enter

Of those respondents not currently in the market (n=2,213), a change in economic or personal circumstances would encourage them to enter.

Over one-third of these respondents stated that a change in economic circumstances, such as household finance or a change in job situation would lead them to enter the home buying market. With the job market expected to continue improving in 2000, increased home sales can be anticipated.

Economic reasons were more commonly cited by those younger than 35 years of age and those with household incomes under $40,000.

Some 20% indicated that they would consider buying a home if the housing market changed. In particular, if they found the 'right' home in a suitable location, they would seriously consider a move. Rising resale prices are one of the best signals to builders that more inventory is required. Price point and neighbourhood will be key considerations.

Many cite personal reasons that are keeping them out of the home market. In particular, a large number feel that they will not be moving again: they are quite satisfied with their current home. Others said it would take an unexpected windfall to make them consider a home purchase. Several also mentioned a change in personal circumstances such as finishing school, their children moving out, or the development of health or mobility problems.

The table on the next page presents these findings.

Circumstances under which you would consider purchasing a home (n=2,213) Non-Intenders who have not considered purchasing in the last six months		
	(n)	(%)
Economic	**798**	**36%**
Change in household financial	501	22%
Change in household job situation	179	8%
Win lotter/windfall	112	5%
Interest rates	6	<1%
Housing Market	**445**	**20%**
Found the right home/suitable location	249	11%
Deterioration of home	37	2%
Loss of present home/disaster	37	2%
Good price on existing home/can sell it	33	2%
Relocating/moving (unspecified)	33	2%
Home prices dropped	19	1%
Loss of home/disaster	18	1%
Suitable location	11	1%
Ability to sell current home	5	<1%
Changes/deterioration of neighbourhood	3	<1%
Personal	**948**	**42%**
Never moving again/nothing/have a home	659	30%
Develop health/mobility problems	76	3%
Graduate/finish school	49	2%
Just bought a home	45	2%
Kids moved back/away/change in family	36	2%
Increase/decrease in family	42	2%
Retirement of self/spouse	20	1%
Proper timing/too young/future purchase	14	1%
Get married	12	1%
Lifestyle change	6	<1%
Other	**178**	**8%**
Miscellaneous reasons	46	2%
Don't know/refused	132	6%
Note: Totals do not sum to 100% due to multiple responses being allowed.		

Summary on home purchase intentions

This inaugural survey of consumer plans to purchase a home in Edmonton has revealed some important findings:

Home purchasers pack a financial wallop

- Almost 12% of Edmonton households are in the market for a home. The new home market is expected to top 6,000 completions this year with an average selling price of about $126,000 for a typical new condominium and $184,000 for a new single-detached home. This translates to about one billion dollars in total annual new home sales.
- Some 7% (23,000 households) are *ready to buy* now, and another 5% (16,500 households) are *looking to buy* over the next year.

Renters represent a significant market opportunity

- Renters are most keen to purchase. Of those *ready to buy* now, 62% are renters, underscoring the strong demand in the Edmonton housing market at the entry level.
- The modest prices of Edmonton homes means first-time buyers (which renters tend to be) are generally not hampered by affordability constraints. However, some will have difficulty finding their preferred house type and price range in certain neighbourhoods.
- The demand for home purchases is broadly based in all income groups. Those households with incomes over $60,000 tend to be in the market now as opposed to *looking to buy* in the next year.
- Younger households are the most serious home seekers. Much of the demand for home ownership in Edmonton comes from new arrivals from outside the Capitol Region.
- Most owners in the Edmonton market are looking to move up in value.
- Homes with 1,000 - 1,600 sq. ft. are the most popular for consumers. Those with less than $60,000 in annual income, are mainly looking for homes between 1,000 and 1,400 sq. ft.
- For consumers with over $60,000 in annual income, a home in excess of 1,400 sq. ft. is most desirable.
- Those with incomes under $60,000 are seeking homes between $100,000 and $150,000 and typically in established areas.
- Those with incomes over $60,000 are most interested in homes over $150,000.

Home purchasers are well off and young

Part B: Home renovation intentions

Overview

Some 45% (878 out of 1,939) of all current homeowners reported plans to renovate their homes in the next year. (This represents almost 30% of all respondents, but it should be remembered that those currently renting were not asked about their renovation intentions.)

Almost 20% of all homeowners are *ready to renovate* immediately (strong intentions) and the others have medium term plans. Most renovations are relatively minor, such as interior decorating (painting and wallpapering), however, many will undertake more extensive renovations such as conversion of a basement/attic or building an addition (26%), or exterior construction (such as a deck - 25%).

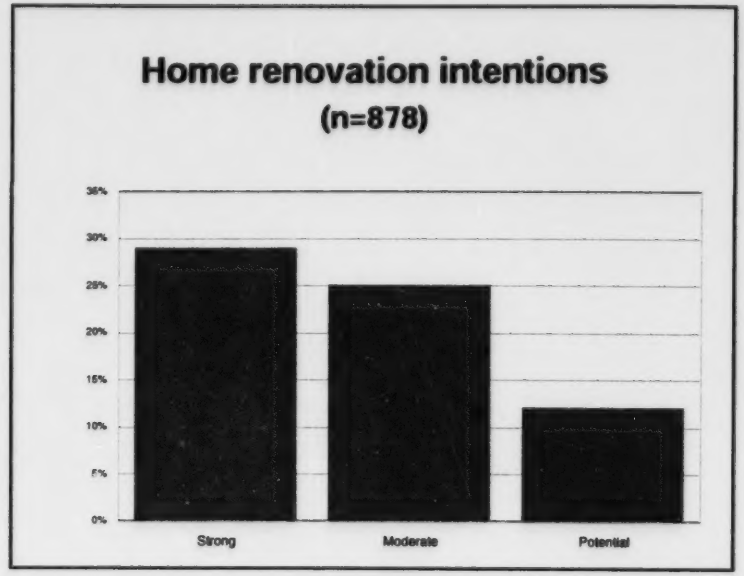
Home owner "sweat equity" will be used for smaller projects and by lower income households. At the same time, 25% of the "renovators" will spend more than $5,000 on their projects and many will use trades and contractors.

All homeowners: renovation intentions

	(n)	(%)
Strong (Ready to Renovate)	345	18%
Moderate (Thinking of Renovating)	293	15%
Potential Renovator	240	12%
Not intending to renovate	1,061	55%
Total	1,939	100%

How we defined someone who intends to renovate

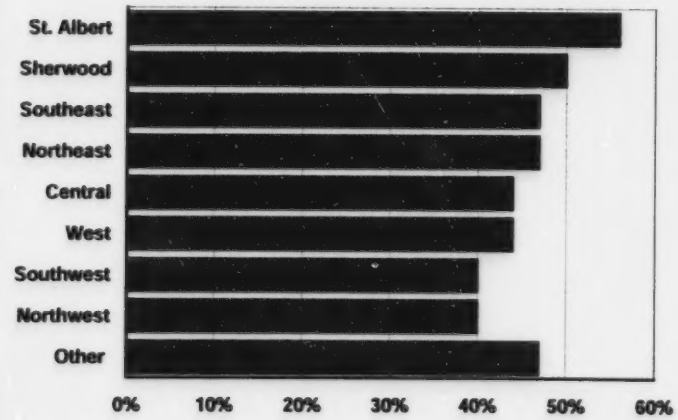
A homeowner who is *ready to renovate* (strong intender) stated that they had a high chance that they would actually renovate their home in the next six months *and* had completed one pre-renovation activity (such as talking to a contractor or building materials supplier). Those *thinking about renovation* stated that they had a high chance of renovating in the next 12 months *and* some pre-renovation activity. A *possible/potential renovator* offered various other combinations of intentions (but no activity). A non-intender stated they had no intentions to renovate.



Intentions to renovate vary by Edmonton sub-markets

- Of homeowners, those living in St. Albert and Sherwood Park are the most likely to have planned a renovation. (see Figure).
- Those homeowners living in Northwest and Southwest Edmonton are less likely to have planned to undertake renovations.
- Renovation intenders living in Central Edmonton are most likely to renovate immediately with 45% stating they are *ready to renovate* (see Table). It should be observed that this is only 6% above the average for the city as a whole (39%) who said they would renovate. Overall, the differences in strength of intentions among areas of the city are slight.

All homeowners: Intentions to renovate by area (n=1,936)



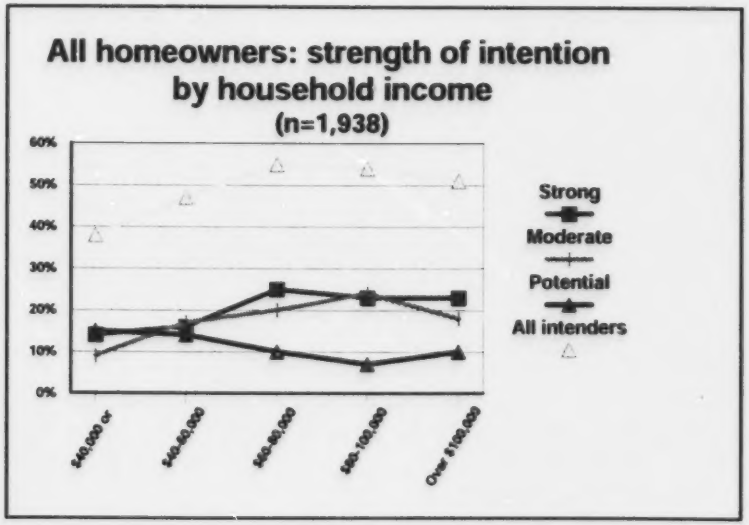
Renovation intenders: Strength of intention by area			
	Strong	Moderate	Potential
Total Sample (n=873)	39%	33%	27%
Central (n=117)	45%	34%	21%
Northwest (n=77)	42%	28%	30%
St. Albert (n=60)	41%	35%	23%
Southwest (n=73)	40%	28%	33%
Sherwood Park (n=76)	38%	31%	31%
Southeast (n=94)	37%	34%	29%
West (n=109)	36%	40%	24%
North east (n=93)	32%	35%	34%
Other/outside (n=174)	41%	33%	26%
Note: Totals may not sum to 100% due to rounding.			

Who will renovate? - characteristics of home renovation intenders

Readiness to renovate and income

The results from the survey clearly show that intentions to renovate increase with income then level off.

- Intentions to renovate rise sharply with income and then level off at a household income of $60,000. At this income level and higher, well over half of all homeowners intend to undertake some home renovations in the next year.

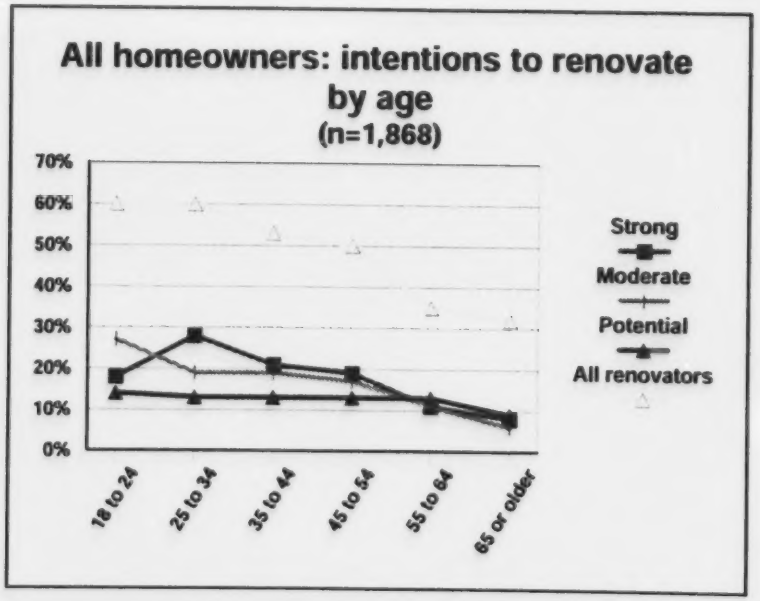


Renovator intenders: readiness to renovate by household income						
	$40,000 or less (n=168)	$40,000-60,000 (n=206)	$60,000-80,000 (n=163)	$80,000-100,000 (n=96)	$100,000 or more (n=75)	Total (n=708)
Strong	37%	34%	45%	43%	47%	40%
Moderate	24%	36%	36%	45%	36%	34%
Potential	39%	30%	19%	12%	20%	26%
Note: Totals may not sum to 100% due to rounding.						

Readiness to renovate and age

Renovations tend to be conducted by the younger homeowner.

- Intentions to renovate peak among those under 35 years of age and decline as homeowners get older. Some 60% of homeowners under 35 are planning some renovation in the next year.
- Those 25 to 34 years of age show the strongest intention to renovate with almost half being *ready to renovate.*
- This undoubtedly reflects the fact that younger homeowners have purchased "starter" homes, or older homes needing work. Younger owners are also more inclined to put their sweat equity into their home.

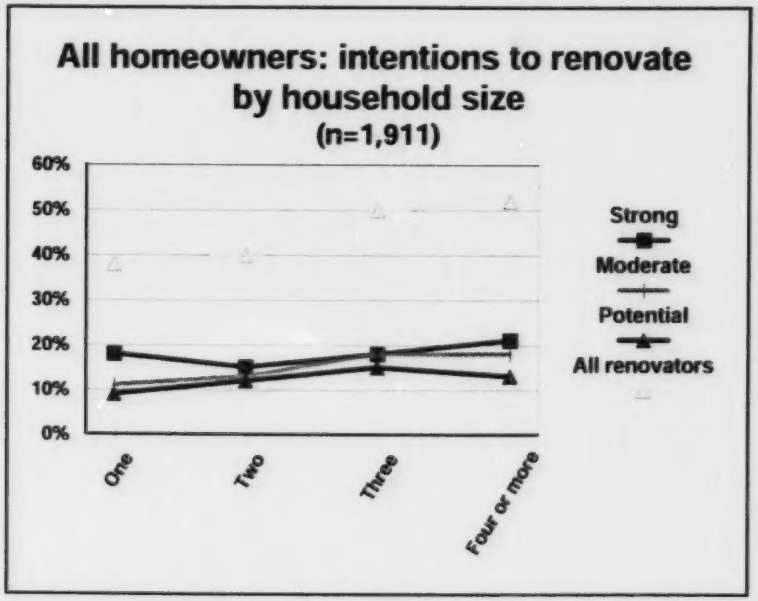


Renovator intenders: readiness to renovate by age							
	18 to 24 (n=14)	25 to 34 (n=174)	35 to 44 (n=294)	45 to 54 (n=206)	55 to 64 (n=94)	65 or older (n=72)	Total (n=854)
Strong	31%	47%	40%	38%	32%	35%	40%
Moderate	46%	32%	35%	35%	31%	26%	33%
Potential	23%	21%	25%	27%	37%	40%	27%
Note: Totals may not sum to 100% due to rounding.							

Readiness to renovate and household size

Larger households report higher intentions to renovate.

- Among households with three or more members, half intend to renovate in the coming year.
- This may represent meeting the needs of a larger family or a household where children are growing older and need a separate bedroom or a rec. room. It may also reflect the need for larger households to deal with wear and tear and added members.
- Among renovation intenders, the proportion of strong intenders, or those who are *ready to renovate*, is similar regardless of household composition. With those single member households the most likely to renovate in the immediate future (47%).



Renovation intenders: readiness to renovate by household composition

	Household size				Children under 18		
	1 (n=112)	2 (n=233)	3 (n=165)	4 or more (n=359)	Children (n=433)	No children (n=436)	Total (n=869)
Strong	47%	37%	35%	40%	40%	38%	39%
Moderate	28%	33%	36%	35%	34%	34%	34%
Potential	24%	30%	29%	26%	26%	28%	27%

Note: Totals may not sum to 100% due to rounding

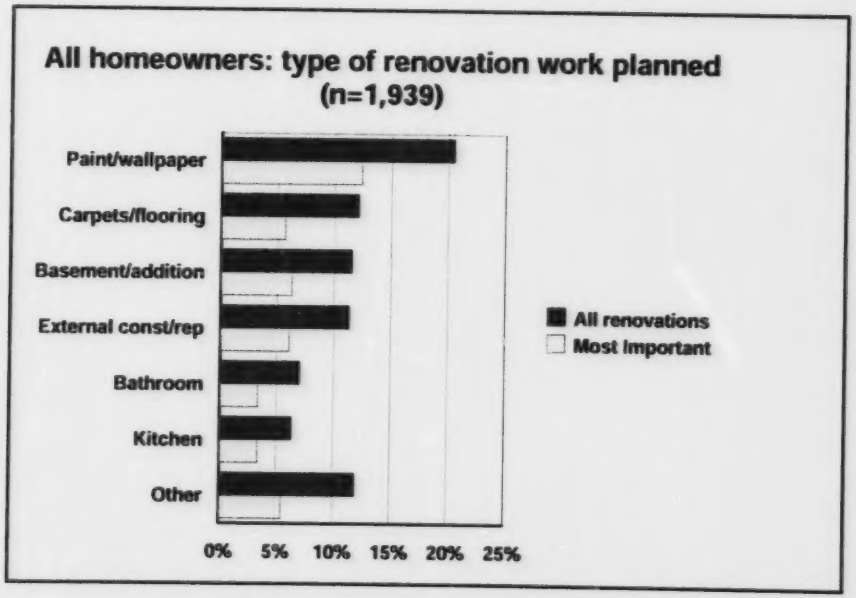
What work is being planned? Renovation projects and spending

Since "All renovations" reflects multiple responses by the same respondent, many of these planned activities represent the same project. Painting may be combined with carpeting as part of a general room renovation.

.The pattern of response for the most important renovation planned is simpler to all renovations (but in this case respondents could only name one renovation project).

The figure opposite shows the renovations planned as a percentage of all homeowners. Some 20% report planning to undertake paint or wallpaper renovations in the coming year, while 12% mentioned this is their most important renovation.

The table shows this same information as a proportion of renovation intenders. The most common renovations planned are painting and wallpaper, or interior decoration (45% of intenders - see Table below). This is followed by 27% of intenders who are planning to install carpeting or flooring. Finally, many intenders are planning a more substantial renovation: basement/attic conversion/addition (26%), or exterior construction (25%).



Renovation Intenders: Type of renovations planned - most important home renovation (n=878)				
	All renovations planned		Most important renovation	
	(n=878)	(%)	(n=878)	(%)
Paint/wallpaper	398	45%	241	27%
Carpet/flooring	234	27%	110	13%
Basement/attic conversion/addition	224	26%	123	14%
Exterior construction/repair	220	25%	118	14%
Bathroom	136	15%	65	7%
Kitchen	125	14%	66	8%
All others	232	26%	106	12%
Don't know/refused	5	1%	49	6%
Note: Totals for all renovators do not sum to 100% due to multiple responses being allowed				

Strength of intentions by planned renovation

While most intenders plan to paint and/or wallpaper, those most likely to be *ready to renovate* are those who said their most important renovation is a basement/attic/room conversion (47%).

Also some 42% of those whose most important renovation is a bathroom are strong intenders (those who stated that they were *ready to renovate*).

It is important to note the diversity of projects. For example, 51% of those planning a project other than those choices offered are *ready to renovate.*

Renovation intenders: Readiness to renovate by most important renovation

	Paint/ Wallpaper (n=241)	Kitchen (n=66)	Bathroom (n=65)	Carpets/ flooring (n=110)	Basem/Attic Conv/Addtion (n=123)	Exterior Const/repair (n=118)	All other (n=106)	Total (n=829)
Strong	35%	36%	42%	35%	47%	32%	51%	39%
Moderate	35%	31%	35%	38%	23%	47%	25%	34%
Potential	30%	33%	23%	27%	30%	21%	24%	27%

Note: Totals may not sum to 100% due to rounding

Homeowners plan to spend substantial amounts on renovations

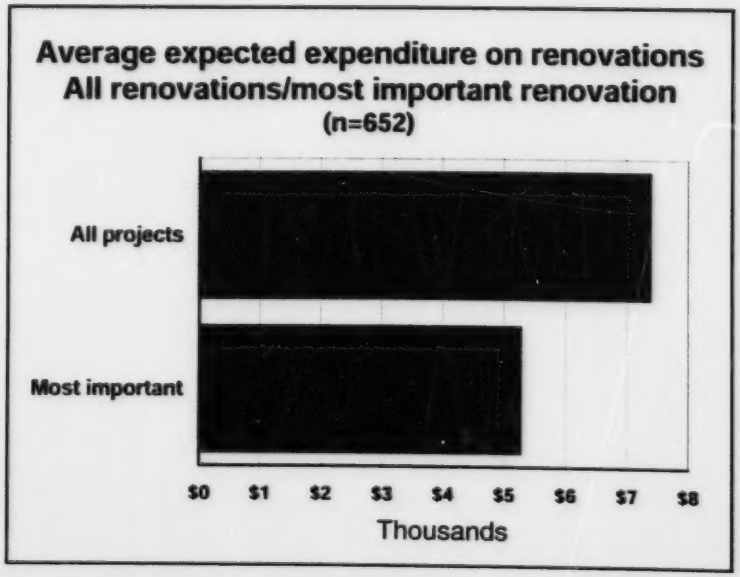
Many of the interior decoration projects are relatively small, costing under $2,500 representing about one-third of all spending. (Many respondents could not provide an estimate of the cost of their planned renovation. Of those who did provide an estimate, about 45% will spend under $2,500.)

- Half of the planned expenditures are under $5,000 (representing two-thirds of those who provided an amount).
- About 11% of renovators plan to spend over $10,000 on all renovations.
- The pattern of expenditures is similar for expenditures on the most important renovation.
- The average expenditure on all renovations is about $7,400. The average expenditure on the most important renovation is $5,300. Both these averages are inflated by a few respondents who have undertaken very large projects.

Amount planned to spend on renovations

	All renovations		Most important	
	(n=878)	(%)	(n=878)	(%)
Up to $500	124	14%	173	20%
$500 to $2,500	165	19%	198	23%
$2,501 to $5,000	140	16%	120	14%
$5,001 to $10,000	126	14%	70	8%
Over $10,000	96	11%	57	7%
Don't know/refused	227	26%	260	30%

Note: Totals do not sum to 100% due to multiple responses being allowed



Planned spending on specific projects

- Of the most important home renovation projects, painting and wallpapering tend to be confined to projects that are estimated to cost less than $2,500. About 68% of those planning to spend less than $500 are doing painting or wallpaper work. These projects are probably for a single room or basement, but could also include exterior work.
- Of the projects over $10,000, basement/attic conversions or additions account for 46%, kitchens 16% and exterior construction about 11%.

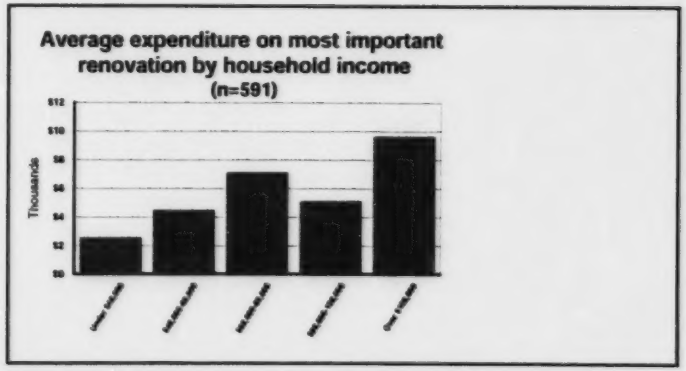
Most important home renovation by planned spending

	Up to $500 (n=175)	$500-2,500 (n=198)	$2,501-5,000 (n=120)	$5001-10,000 (n=70)	Over $10,000 (n=57)	Total (n=620)
Paint/wallpaper	67%	23%	6%	-	7%	39%
Kitchen	3%	7%	8%	19%	16%	11%
Bathroom	4%	10%	21%	11%	9%	11%
Carpet/flooring	3%	15%	21%	21%	7%	18%
Basement/attic conversion/addition	4%	13%	23%	21%	46%	20%
Exterior construction/repair	8%	15%	20%	21%	11%	19%
All others	10%	18%	12%	6%	5%	17%

Note: Totals do not sum to 100% due to multiple responses. Don't know/refused are not included in these calculatations

Household income influences the projects planned

- Higher income respondents plan less painting and wallpapering, reflecting the fact that these respondents probably live in newer homes or homes that have been updated recently. As we noted with home purchase intentions, affordability issues encourage lower income households to purchase older homes.
- In terms of remodeling kitchens and bathrooms, those in the mid-to-higher income ranges plan to do slightly more work than lower income groups. These are also higher cost renovations and reflect the greater resources these households have to make substantial changes to their home.
- Those with higher household incomes have the financial discretion to undertake substantial changes to their homes, such as redoing basements and creating "rec." rooms. Lower income households tend to be only able to afford more modest changes and interior decorating.



- Planned expenditures on the most important renovation increase with household income. Those with household incomes under $40,000, for the most part, are planning modest renovations averaging about $2,500. Those with incomes over $100,000 are planning major expenditures with an average cost being $9,500

Most important home renovation by total household income

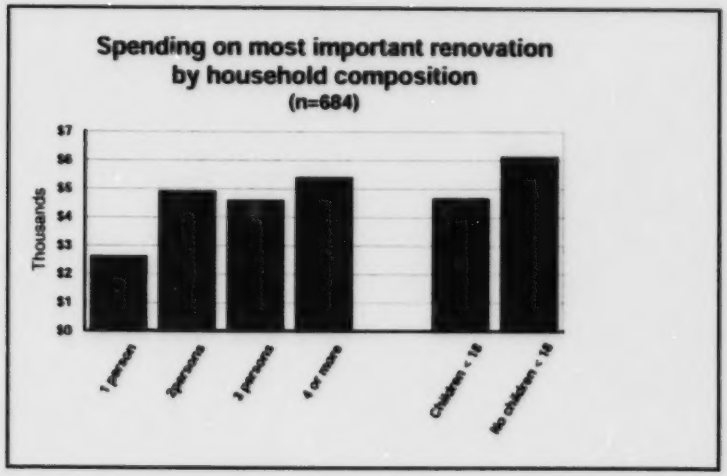
	$40,000 or less (n=168)	$40,000-60,000 (n=206)	$60,000-80,000 (n=163)	$80,000-100,000 (n=96)	$100,000 or more (n=75)	Total (n=708)
Paint/wallpaper	33%	23%	27%	28%	16%	26%
Kitchen	8%	8%	8%	5%	9%	8%
Bathroom	5%	8%	10%	9%	5%	8%
Carpets/flooring	9%	8%	13%	15%	15%	13%
Basement/attic conversion/addition	12%	17%	17%	11%	24%	16%
Exterior construction/repair	17%	11%	11%	12%	12%	13%
All others	13%	16%	9%	12%	13%	13%
Don't know/refused	4%	4%	5%	8%	8%	5%

Note: Totals do not sum to 100% due to multiple responses.

Larger families are taking on more substantial renovations

As families grow they typically will invest in various upgrades such as additional bathrooms or a rec. room. This is confirmed by the survey results in the table below.

- Larger (4 person households) invest more in rec. rooms and basements (16%).
- Smaller households are slightly more likely to invest in painting and wallpapering (27% for one-, two- and three-person households). Interestingly, the one person household seems readier to tackle an exterior construction/repair project (18%) than others.
- Just looking at selected renovations, the intentions to install carpet and flooring decreases with household size, the room/attic conversion increases with size, and the exterior construction/repair decrease with size. It is likely that household size is interrelated with age and income, making it difficult to discern clear trends.



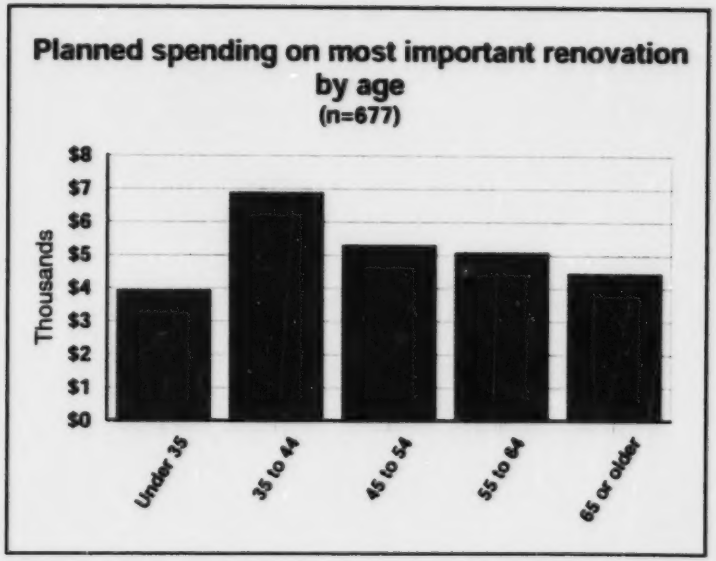
Most important home renovation by household composition

	Household size				Children under 18		
	1 person (n=112)	2 person (n=223)	3 person (n=165)	4 or more (n=359)	Yes (n=433)	No (n=436	Total (n=859)
Paint/wallpaper	27%	27%	27%	28%	29%	26%	28%
Kitchen	4%	7%	7%	9%	8%	7%	8%
Bathroom	5%	8%	7%	8%	7%	8%	8%
Carpet/flooring	15%	14%	12%	11%	12%	13%	13%
Basement/attic conversion/addition	12%	10%	17%	16%	16%	12%	14%
Exterior construction/repair	18%	14%	11%	12%	13%	14%	13%
All others	12%	12%	15%	11%	10%	14%	12%
Don't know/refused	7%	6%	4%	6%	5%	7%	6%

Note: Totals do not sum to 100% due to multiple responses.

The age of the household influences both the type and value of renovations

- Almost all intenders plan to do some painting or wallpapering (25% - 30%) across all age groups (see the Table below.)
- More substantial renovations are planned by younger households. Of intenders between 25 and 34 years of age, 17% plan a basement, attic or other room conversion.
- At the same time, older households are planning an exterior construction or repair project (20% of those over 65). This appears to be repairs such as fixing a roof.
- The figure opposite, shows the expected expenditure by age. Not surprisingly, younger households (under 34) are planning to spend the least (about $4,000 on average).
- Average spending is highest in households headed by individuals between 35 to 44 years of age. After this, average spending drops off.



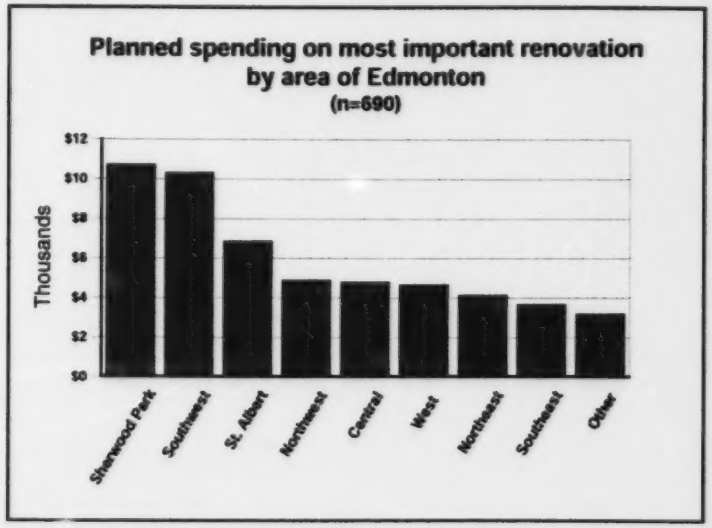
Mst important home renovation by age						
	Under 35 (n=188)	35 to 44 (n=294)	45 to 54 (n=206)	55 to64 (n=94)	65 or older (n=72)	Total (n=854)
Paint/wallpaper	29%	26%	25%	31%	29%	21%
Kitchen	5%	8%	8%	8%	10%	7%
Bathroom	7%	7%	9%	9%	4%	7%
Carpet/flooring	10%	13%	16%	14%	7%	13%
Basement/attic conversion/addition	17%	17%	13%	9%	3%	14%
Exterior construction/repair	13%	14%	11%	11%	20%	13%
All others	14%	12%	9%	13%	18%	6%
Don't know/refused	4%	5%	7%	4%	9%	12%
Note: Totals do not sum to 100% due to multiple responses.						

The location of the type and value of the renovation varies among region of the city

Some variation exists in the types of renovation planned throughout the city.

- Painting and wallpapering are planned more in the Northeast and St. Albert (33% and 32%).
- Major projects such as basement/attic conversion or additions are planned more often by residents of the Southwest (20%) and Southeast (17%).
- Fewer intenders in St. Albert appear to be planning exterior construction and repair, no doubt reflecting the relative newness of the housing stock in that area.
- Those intenders living in Sherwood will spend the most on average. In terms of the value of intended renovation, the Southwest seems to have the least number of intenders planning to spend less than $2,500 (27%) and are very close in their average spending to Sherwood intenders.

At the same time, the Northeast has the largest number of intenders planning to spend less than $2,500 (55%).



Most important home renovation by location (submarkets)

	Northeast (n=93)	Northwest (n=77)	West (n=109)	Southwest (n=73)	Central (n=117)	South east (n=94)	St. Albert (n=60)	Sherwood Park (n=76)	Other (n=174)	Total (n=873)
Paint/wallpaper	33%	27%	25%	20%	23%	26%	32%	30%	31%	%
Kitchen	7%	5%	6%	10%	7%	8%	7%	10%	8%	%
Bathroom	7%	5%	13%	4%	7%	4%	4%	8%	10%	%
Carpet/flooring	11%	14%	9%	15%	14%	12%	15%	16%	11%	%
Basement/attic conversion/addition	13%	11%	15%	20%	15%	17%	13%	16%	11%	%
Exterior construction/repair	15%	16%	15%	14%	16%	15%	10%	11%	10%	%
All others	12%	14%	11%	10%	17%	13%	13%	6%	11%	%
Don't know/refused	3%	9%	6%	7%	2%	5%	6%	5%	8%	%

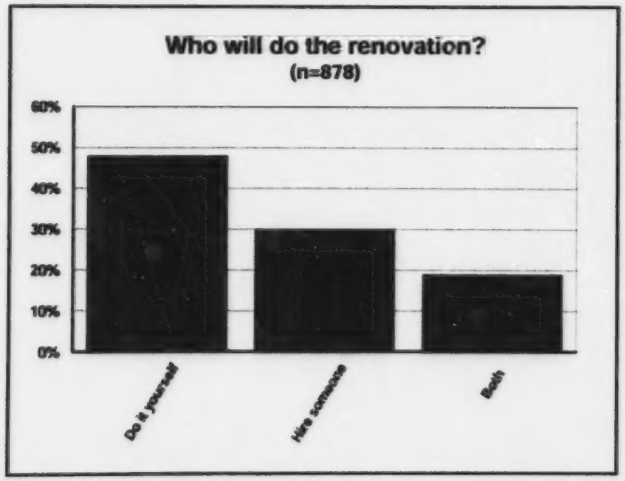
Note: Totals do not sum to 100% due to multiple responses.

Who will do the renovation work? Use of contractors and do-it-yourself

"Do-it-yourself" is a feature of renovations

Within the 878 respondents who reported plans to renovate their homes in the next 12 months, almost half (48%) stated that they were going to do the work themselves. Since painting and wallpapering are the most common renovations planned, this is not surprising.

- About 30% of these respondents stated that they plan to hire someone to do the renovation (skilled tradesperson, general contractor or general handyman).



- Just less than 20% will contract someone to do part of the work.
- Some 13% will hire a skilled tradesperson and the same number will hire a general contractors (13%).

Who will do the renovation?		
	(n)	(%)
Do it yourself	420	48%
Some contracted	170	19%
General contractor	114	13%
Skilled tradesperson	110	13%
General handyman	33	4%
Architect/Engineer	6	1%
Family/friends	4	1%
Myself & family/friends	2	<1%
Retailer/Manufacturer	1	<1%
Other	1	<1%
Don't know/refused	16	2%
Total	877	101%
Note: Totals may not sum to 100% due to rounding		

The use of skilled trades people/contractors increases with the scope of work

As the renovations become more involved, renovation intenders are more likely to hire others to do at least part of the job.

- Of those planning paint and wallpaper renovations, 64% will do the work themselves. (Conversely, of those planning to do the work themselves are planning painting and wallpapering -- 42%).
- Generally, regardless of the type of as the renovation at least over one-third plan to do it themselves, but as the job becomes more complex, there is a growing dependence on contracting out at least some of the job.
- Except for painting and wallpapering, between 50% and 60% will contract at least part of the work.
- Carpets and flooring will involve a skilled trades person (21%).
- While external construction and repairs or basement/attic conversions or additions will involve a general contractor (each 16%).

Most important home renovation by who will do the renovation

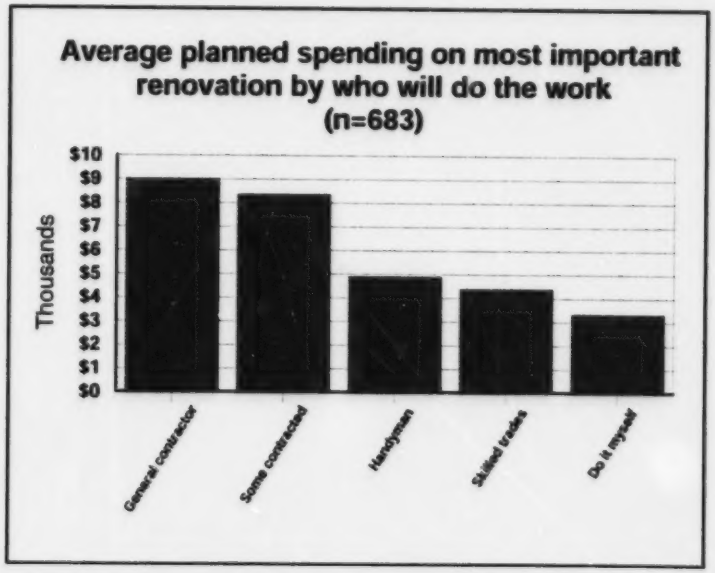
	Paint/ Wallpaper (n=395)	Kitchen (n=123)	Bathroom (n=126)	Carpets/Floors (n=231)	Basement/attic Addition (n=168)	External Constr/repair (n=183)	All other (n=170)
Do it myself	64%	44%	47%	40%	43%	38%	36%
Some contacted	14%	26%	25%	17%	31%	25%	19%
General handyman	4%	2%	2%	5%	3%	3%	3%
Skilled tradesperson	10%	12%	12%	21%	4%	15%	22%
General contactor	7%	13%	13%	13%	16%	16%	16%
Someone else	1%	2%	1%	1%	3%	2%	3%
Don't know/refused	1%	2%	-	3%	1%	2%	3%

Note: Totals do not sum to 100% due to multiple responses.

The more extensive the renovation the more likely it will involve professionals

As the figure opposite shows, the average planned spending of the most important renovation project usually means that at least some of the work is contracted out.

- Almost all the work under $500 will be done by the homeowner (83%). At the other end of the spectrum, for jobs over $10,000, only 18% of respondents expect to do the work themselves. The average expenditure reflects this with larger project involving more expense being undertaken by professionals. On average, general contract are involved in the most expensive jobs, while those do-it-yourself projects are on average much smaller



Who will do most important renovation by amount of money planning to spend						
	Up to $500 (n=84)	$500-2,500 (n=198)	$2,501-5,000 (n=120)	$5,001-10,000 (n=70)	Over $10,000 (n=57)	Total (n=529)
Do-it-yourself	83%	47%	33%	24%	19%	49%
Some contracted help	4%	19%	28%	33%	37%	20%
General handyman	2%	7%	2%	6%	2%	4%
Skilled tradesperson	6%	16%	17%	11%	7%	12%
General Contractor	3%	9%	17%	23%	32%	13%
Someone else	1%	1%	2%	1%	2%	1%
Dont't know/refused	1%	1%	2%	-	-	1%
Note: Totals may not sum to 100% due to rounding						

Households income does not necessarily predict personally time invested

With the exception of the highest income group, about half these renovation intenders plan to do the renovation work themselves, while another 20% will contract out some of the work.

- About half (48%) of those with incomes less than $100,000 plan to do the work themselves. This compares with just over one-third (36%) of renovation intenders with annual incomes in excess $100,000 plan to do the work themselves.
- Partly because of the type of renovation planned and the ability to pay, highest income households are much more likely to use a general contractor (24%).
- That said, it is most likely the nature of the renovation (rather than income alone) that predicts the use of "professionals" to do a job
- This shows that the 'home handyman' and 'do-it-yourselfer' cuts across all income lines and that many do these renovations not because they cannot afford to have someone else do it, but rather because they enjoy it..

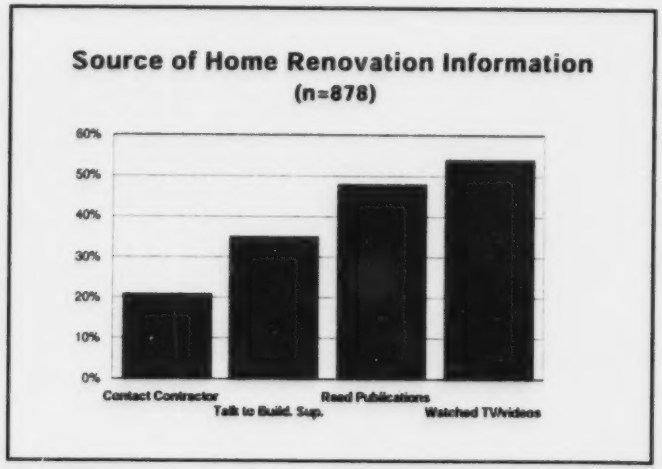
Who will do most important renovation by total household income

	$40,000 or less (n=168)	$40,000-60,000 (n=206)	$60,000-80,000 (n=163)	$80,000-100,000 (n=96)	$100,000 or more (n=75)	Total (n=708)
Do-it-yourself	48%	53%	55%	49%	36%	50%
Some contracted help	15%	19%	22%	24%	20%	20%
General handyman	7%	5%	3%	2%	3%	4%
Skilled tradesperson	14%	11%	10%	10%	15%	12%
General Contractor	12%	12%	7%	15%	24%	12%
Architect/engineer	1%	-	2%	-	1%	1%
Someone else	2%	<1%	4%	-	-	1%
Dont't know/refused	3%	1%	-	1%	3%	2%

Note: Totals may not sum to 100% due to rounding

Households interested in renovations consult a variety of sources

Home owners planning to renovate typically consult many information sources. The survey asked respondents about their use of general contractors, building suppliers and publications for information on renovation. By far the most common source reported was watching television programs or videos on renovating, followed by publications, building material suppliers, and general contractors.



What factors influence renovation intentions?

Changing financial situations main reason to defer renovations

Among those respondents who reported no intentions to renovate next year, some had thought about renovating in the last year and had decided not to. About 2% of homeowners or 45 respondents fell into this group.

- The most common reason for deferring renovations is due to changes in their financial/job situation (40%).
- Other reasons given for deferring renovation projects include too much hassle (12%), being too busy (11%), or that it is not the right time of year (5%).

Reasons decided not to renovate - Non-intenders who had thought about renovations in previous year (n=45)		
	(n)	(%)
Change in household financial situation	18	40%
Don't want to make a mess/hassle	5	12%
No time/too busy	5	11%
Not the right time of year	2	5%
Change in household job situation	1	2%
Just renovated existing home	1	2%
Personal reasons	1	2%
Don't need to renovate	2	5%
Other reasons	8	17%
Dont't know/refused	1	3%
Note: Totals may not sum to 100% due to rounding		

Many who have no plans to renovate could change their minds under the right conditions

While many homeowners say they have no intention of renovating (and had not renovated in the past year -- 32% of all homeowners or 616 respondents) say they could renovate - given the right conditions.

- Some say that their house is too new or they have recently done renovation (3%) or that they like their existing home (52%).
- Financial and job situations would need to improve for 11% of respondents to undertake a renovation.
- Deterioration of the home would prompt another 12% to renovate. "Disaster" (flood, fire, etc.) are the conditions under which 4% would renovate.
- Increase in household size and children moving back would encourage another 2% to improve their home.
- Given the right conditions, about half of those who say they have no intentions of renovating now could change their minds. This shows that homeowners may well respond to a change in finances or personal circumstances and accelerate their plans for renovation projects.

Circumstances under which renovations may proceed - (Non-intenders who do not plan to renovate in next 12 months) (n=616)

	(n)	(%)
Nothing/like my existing home	318	52%
Change in household financial/job situation	65	11%
Deterioration of existing home	76	12%
Disaster	22	4%
Already done/don't need	21	3%
Home needs to be older/too new	18	3%
Win the lottery/unexpected windfall	17	3%
Don't want to/no intentions	16	3%
Thinking of selling home	7	1%
Want to change style of existing home	6	1%
Increase in household size	3	1%
Develop health/mobility problems	2	<1%
Kids moved back/moved away	2	<1%
Miscellaneous	14	2%
Dont't know/refused	38	6%
Note: Totals may not sum to 100% due to rounding		

Summary on renovations intentions

Renovation plans are common

- From this survey, almost 45% of all current homeowners state they have thought about home renovations.
- Approximately 18% are *ready to renovate* immediately.

Renovation intenders are young with higher incomes

- Those households head by someone under 35 year of age are most likely to have plans to renovate in the coming year (60%). Those 25 to 34 years are also the most likely to be *ready to renovate* (47%).

- Over half of those homeowners with household incomes of $60,000 or more are intending to renovate and strength of intentions tends to increase with household income.

Renovations plans are wide ranging

- Most renovations planned are interior decorating, with 45% planning painting and wallpapering.
- Other popular choices for renovation are carpet or flooring (27%), basement/attic conversions or additions (26%), and external construction or repair (25%).

Average expenditure on planned renovations is large

- The average expenditure on all planned renovation is estimated at $7,400. The average expenditure on the most important renovation is $5,300. While both average are inflated by a few respondents planning very large projects, still 25% of renovation intenders plan to spend over $5,000.

Do it yourself a common feature of renovations

- Two-thirds of renovators plan to do at least part of the work themselves.
- The use of 'professional' help does not appear to be strongly linked to household income, but appears to be a function of the size and planned expenditure of the project.

Many factors influence renovation intentions

- Renovations are discretionary and can be started (and stopped) for a variety of reasons, partly economic and partly personal.

APPENDIX 1

About the Research
the Questionnaire and future surveys

Overview of the Research

Between September 3 to October 3, 1998, Canada Mortgage and Housing Corporation interviewed 3,010 residents in the Edmonton Census Metropolitan Area. This survey was replicated in five other cities (Calgary, Vancouver, Toronto, Montreal and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The ***Consumer Intentions to Buy or Renovate a Home*** is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"
"Ready to Renovate" "Thinking about Renovation"
and "Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board of Canada and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Buy or Renovate a Home: a look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will purchase or renovate in the next 12 months and the next 6 months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these questions we build a profile of someone "*ready to buy*" (strong intender) and "*looking to buy*" (an intender or someone who is seriously thinking about purchasing.)

Definition of home purchase intentions

Strong intender (*ready to buy*)

If a respondent answers as follows he or she is classed as a "strong intender" or a consumer who is *ready to buy.*

- Responding yes to thinking about buying a home
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 6 months?" or a response of "50/50" for six months, pre-approved mortgage, and one search activity (Realtor, reading housing publications, visiting homes) or
- a response of "50/50" for 12 months and more than 3 search activities.

Moderate intender (*looking to buy*)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

Definition of renovation intentions

The definition of renovation intentions parallels that of home purchase.

Strong intender (*ready to renovate*)

Someone who is ready to renovate responded that they planned to renovate and answered "HIGH" to "What are the chances you will actually renovate your home in the next six months?" *and* who had completed one pre-renovation activity (contacted contractor, talked to building materials supplier, read home improvement publications).

Moderate intender (*thinking about renovating*)

This respondent replied HIGH to the chances that they will renovate in 12 months and has participated in one pre-renovation activity.

Possible/potential renovator

This respondent:

stated he/she had a HIGH chance of renovating in 6 or 12 months (no pre-renovation activities) or
stated that he/she did not know whether they would undertake renovations.

Non-intender

This respondent stated that he/she had no intentions of renovating in the next year.

Data Report

Table of Contents

Part A - Home Purchase Intentions

	Page
Home Purchase Intender Profile:	6
Location of Residence	6
Age	7
Gender	7
Own or rent	8
Household composition	8
Children under 18 years of age in household	8
Total household income	9
Recent Migration: Moved place of residence in past 12 months	10
By Province: Province moved from in the past 12 months	10
By City: City moved from in past 12 months	11
Home Purchase Intentions: Ready and looking to buy	12
Chances of buying home in next 12 months	12
Chances of buying home in next 6 months	12
Community in which most likely to buy home	13
Type of home looking for/Intending to buy	13
Type of home looking for/Intending to buy	14
Type of home looking for/Intending to buy	14
Type of neighborhood preferred: Home looking for/Intending to buy	15
Price range of home looking for/Intending to buy	15
Price of home looking for compared to current home	16
Size of home looking for/Intending to purchase (sq. ft.)	16
Pre-purchase and home search activities	17

	Page
Barriers to Home Purchase:	
Circumstances which would delay purchase	18
Reasons for not purchasing	19
Circumstances under which might consider buying home	20
Home Purchase Intentions By:	
Current resident of respondent	22
Total Household Income	22
Own/rent	23
Household size and Children in household	23
By Respondent age	24
Type of house looking for (new/Pre-owned)	24
Type of house looking for (Structure)	25
Type of house looking for (Ownership)	25
Price of house looking for	26
Size of house looking for (sq. ft.)	26
Community in which most likely to buy house	27
Type of neighborhood preferred	27
Type of Home Looking For By:	
Price of house looking for	28
Size of house looking for	29
Community in which most like to buy house	30
Type of neighborhood preferred	31
Total household income	32
Own/rent	33
Household size and Children in household	34
Respondent age	35

Page

Size of Home Looking For By:

- Price of house looking for 36
- Price of house looking for (New/Pre-owned) 37
- Type of house looking for (Structure) 38
- Type of house looking for (Ownership) 39
- Community in which most likely to buy house 40
- Type of neighborhood preferred 41
- Total household income 42
- Own/rent 43
- Household size and Children in household 44
- Respondent age 45

Price of Home Looking For Buy:

- Type of house looking for (New/Pre-owned) 46
- Type of house looking for (Structure) 47
- Type of house looking for (Ownership) 48
- Size of house looking for (sq. ft.) 49
- Community in which most likely to buy house 50
- Type of neighborhood preferred 51
- Total household income 52
- Own/rent 53
- Household size and Children in household 54
- Respondent age 55

Part B - Home Renovation Intentions

Page

Renovation Intender Profile:
- Location of Residence 56
- Age 57
- Gender 57
- Household composition 58
- Children under 18 years of age in household 58
- Total household income 59
- Chances of renovating in next 12 months 60
- Chances of renovating in next 6 months 60
- All home renovations planned 61
- The most important renovation project planned 63
- Who will do the renovations 65
- Amount plan to spend on all renovations 66
- Amount to be spent on all renovations 66
- Amount to be spent on most important renovation 67
- Pre-renovation activities 67

Barriers to Home Renovation:
- Reasons decided not to renovate 68
- Circumstances under which consider renovating 69

Home Renovation Intentions By:
- Current residence of respondent 70
- Total household income 70
- Household size and Children in household 71
- Respondent age 71
- All home renovations planned 72
- Amount plan to spend on all renovations 72

Page

Home Renovation Intentions By: (continued)
- Most important renovation planned 73
- Amount plan to spend on most important renovation 73
- Who will do renovations 74

Most Important Renovation Planned By:
- Current residence of respondent 75
- Total household income 76
- Household size and Children in household 77
- Respondent age 78

Amount Plan to Spend on Most Important Renovation By:
- Current residence of respondent 79
- Total household income 80
- Household size and Children in household 81
- Respondent age 82
- Most important renovation planned 83
- Who will do renovations 84

Who Will Do Renovations By:
- Current residence of respondent 85
- Total household income 86
- Household size and Children in household 87
- Respondent age 88
- All home renovations planned 89
- Most important renovations planned 90

Home purchase intentions

	n	%
Strong (Ready to Buy)	202	6.7%
Moderate (Looking to Buy)	142	4.7%
Not intending to buy	2666	88.6%
Total	3010	100.0%

[BASE=All respondents] [Data are weighted]

Home Purchase Intender Profile: Residence

Area of residence in Edmonton	n	%
North East Edmonton	27	8.0%
North West Edmonton	41	12.0%
West Edmonton	48	14.0%
South West Edmonton	40	11.6%
Central Edmonton	77	22.2%
South East Edmonton	24	7.1%
St. Albert	11	3.2%
Sherwood Park	12	3.4%
Other/Outside Edmonton	59	17.2%
DK/NR	4	1.1%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	n	%
18-24	19	5.4%
25-34	118	34.4%
35-44	110	32.0%
45-54	57	16.5%
55-64	20	5.8%
65 +	14	4.0%
DK/NR	7	2.0%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	N	Mean age	Median age
	337	39	37

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Gender

	n	%
Male	170	49.3%
Female	175	50.7%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Own or rent current home

	n	%
Own	132	38.4%
Rent	212	61.6%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Household composition

Household size [# persons]	n	%
1	47	13.6%
2	115	33.5%
3	72	20.9%
4 or more	109	31.7%
DK/NR	1	.3%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Children under 18 years of age in household

	n	%
No	175	50.9%
Yes	167	48.5%
DK/NR	2	.6%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Total household income

	n	%
Under $20,000	10	2.9%
$ 20,000- 40,000	65	18.9%
$ 40,000- 60,000	111	32.1%
$ 60,000- 80,000	60	17.6%
$ 80,000-100,000	31	8.9%
$100,000-200,000	27	7.7%
$200,000 or more	1	.2%
DK/NR	40	11.6%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	74	21.4%
No	270	78.6%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Province moved from in past 12 months

	n	%
Nova Scotia	1	1.1%
Ontario	2	2.7%
Saskatchewan	3	3.7%
Alberta	63	85.8%
British Columbia	5	6.7%
Total	74	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
NS: Halifax	1	1.1%
ON: Other	2	2.7%
SK: Saskatoon	3	3.7%
AB: Calgary	3	3.8%
AB: Edmonton	43	59.0%
AB: Other	17	23.1%
BC: Vancouver	1	1.4%
BC: Other	4	5.3%
Total	74	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Chances of buying home in next 12 months

	n	%
Low	48	13.9%
50/50	132	38.4%
High	162	47.2%
Don't Know/Refused	2	.6%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Chances of buying home in next 6 months

	n	%
Low	205	59.4%
50/50	67	19.5%
High	69	20.0%
Don't Know/Refused	4	1.1%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Community in which most likely to buy home

	n	%
North East Edmonton	32	9.4%
North West Edmonton	27	7.9%
West Edmonton	44	12.8%
South West Edmonton	64	18.6%
South East Edmonton	42	12.1%
Central Edmonton	21	6.1%
St. Albert	21	6.0%
Sherwood Park	10	3.0%
Other/Outside Edmonton	72	20.9%
DK/NR	11	3.2%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Brand new	91	26.6%
Pre-owned	209	60.6%
Other	19	5.4%
DK/NR	26	7.5%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Single detached	277	80.4%
Semi-detached/duplex	14	4.2%
Row/Town house	19	5.4%
Apartment	20	5.9%
Trailer/Mobile/Modular	2	.6%
Other	6	1.6%
DK/NR	6	1.9%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Freehold	284	82.6%
Condominium	43	12.5%
Other	6	1.9%
DK/NR	11	3.1%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of neighbourhood preferred: Home looking for/intending to buy

	n	%
New subdivn/development	56	16.3%
Established neighbourhood	217	63.1%
Rural/Semi-rural/Farm/Acreage	13	3.8%
Does not matter/Either	8	2.3%
Other	7	2.0%
DK/NR	43	12.5%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price range of home looking for/intending to buy

	n	%
Under $ 75,000	26	7.6%
$ 75,000 - 100,000	41	12.0%
$100,000 - 125,000	81	23.5%
$125,000 - 150,000	57	16.6%
$150,000 - 175,000	59	17.1%
$175,000 - 200,000	19	5.6%
$200,000 - 250,000	36	10.4%
Over $250,000	14	4.0%
DK/NR	11	3.3%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for compared to current home

	n	%
More	77	59.5%
Same	27	20.9%
Less	25	19.6%
Total	129	100.0%

[BASE=All home purchase intenders who currently own homes] [Data are weighted]

Size of home looking for/Intending to purchase (sq ft)

	n	%
Under 800 sq ft	1	.3%
800 - 1000 sq ft	17	4.8%
1001 - 1200 sq ft	58	16.9%
1201 - 1400 sq ft	72	21.0%
1401 - 1600 sq ft	41	11.9%
1601 - 1800 sq ft	21	6.2%
1801 - 2000 sq ft	25	7.1%
2001 - 2500 sq ft	33	9.6%
2501 - 3000 sq ft	10	2.9%
3001 - 3500 sq ft	6	1.8%
Over 3500 sq ft	2	.5%
DK/NR	59	17.1%
Total	344	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Pre-purchase and home search activities

	n	%
Contacted builder/developer: new home	83	24.2%
Talked to financial institution: mortgage	142	41.4%
Pre-approved for a mortgage	91	26.4%
Read publications: housing market info	220	63.9%
Talked to realtor: buying a home	156	45.3%
Listed your home for sale	15	4.4%
Visited homes for sale, in last month	144	41.9%
None of these	41	11.8%

[BASE=All home purchase intenders] [Data are weighted]

Note: Multiple responses accepted

Circumstances which would delay purchase

Barriers	n	%
Change in household financial situation	26	19.0%
Change in household job situation	30	22.4%
Poor price for existing home	1	.7%
Home prices too expensive	8	6.1%
Interest rates	8	5.8%
Cannot sell existing home	9	6.4%
No longer need to move	1	.6%
Cannot find the right home	12	9.1%
Kids moved back home	0	.0%
Renovate existing home	2	1.2%
Just bought a home	9	6.3%
Develop health/mobility problems	3	2.0%
Death/Death of family member	3	2.1%
Refusal of credit/Need more credit	1	1.1%
Right location/Area	1	.7%
Nothing	10	7.2%
Other delay factors	16	11.6%
DON'T KNOW/REFUSED	9	6.8%

[BASE=Home purchase intenders (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons for not purchasing

Reasons	n	%
Change in hhold financial situation	100	27.0%
Change in household job situation	20	5.5%
Cannot afford down payment	37	10.0%
Home prices too expensive	40	10.7%
Interest rates	2	.7%
Cannot sell existing home	6	1.5%
Satisfied with existing home	25	6.7%
Like my neighbourhood	5	1.5%
No longer need to move	3	.9%
Cannot find the right home	10	2.6%
Hate moving	5	1.3%
Kids moved back/moved away	5	1.3%
Just renovated existing home	0	.0%
Just bought a home	28	7.5%
Not ready/Not the right time	20	5.5%
Cannot afford/Financial (unspec)	21	5.6%
Economy (unspecified)	0	.0%
Unsure of final destination	4	1.1%
Personal reasons	5	1.4%
In school/Children in school	9	2.6%
Pay off existing loans/Mortgage	0	.0%
Market (unspec)	0	.0%
Age: Too old/young/Retiring	4	1.0%
Cannot get mortgage	3	.9%
Location/Close to work	0	.0%
Other reasons decided not to buy	36	9.7%
DON'T KNOW/REFUSED	6	1.5%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
Change in hhold financial situation	483	21.8%
Change in household job situation	179	8.1%
Good price on existing home	33	1.5%
Home prices dropped	19	.9%
Interest rates	6	.3%
Deterioration of existing home	37	1.7%
Develop health/mobility problems	76	3.4%
Found the right home	249	11.3%
Kids moved back/moved away	36	1.6%
Never moving again/Nothing	659	29.8%
Just bought a home	45	2.1%
Loss of present home/Disaster	18	.8%
Increase/decrease in family	31	1.4%
Retirement of self/spouse	20	.9%
Graduate/finish school	49	2.2%
Already have a home	0	.0%
Relocating/Moving (unspecified)	33	1.5%
Changes/Deterioration of neighbourhood	3	.1%
Proper timing/Too young/Future purchas	14	.6%
Ability to sell current home	5	.2%
Improvement in economy	0	.0%
Suitable location	11	.5%
Lifestyle change (unspecified)	6	.3%
Win lottery/Other windfall	112	5.0%
Get married	12	.5%
Cannot afford/No money/Need money	18	.8%
If downsizing	11	.5%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which might consider buying home (Continued...)

Inducements	n	%
Other reconsideration factors	46	2.1%
DON'T KNOW/REFUSED	132	6.0%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Home purchase intentions by Current residence of respondent

			Overall	Area of residence in Edmonton								
				North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	Central Edmonton	South East Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
	Strong (Ready to Buy)	n	202	16	26	28	20	44	15	7	8	37
		%	58.8%	57.1%	61.8%	57.4%	50.8%	57.0%	62.0%	61.5%	71.6%	63.1%
	Moderate (Looking to Buy)	n	142	12	16	21	20	33	9	4	3	22
		%	41.2%	42.9%	38.2%	42.6%	49.2%	43.0%	38.0%	38.5%	28.4%	36.9%
Total	N		344	27	41	48	40	77	24	11	12	59
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Strong (Ready to Buy)	n	202	8	29	61	42	23	17	1
		%	58.8%	83.0%	44.5%	55.3%	69.8%	73.7%	62.8%	100.0%
	Moderate (Looking to Buy)	n	142	2	36	49	18	8	10	0
		%	41.2%	17.0%	55.5%	44.7%	30.2%	26.3%	37.2%	.0%
Total	N		344	10	65	111	60	31	27	1
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Strong (Ready to Buy)	n	202	79	123
		%	58.8%	60.0%	58.1%
	Moderate (Looking to Buy)	n	142	53	89
		%	41.2%	40.0%	41.9%
Total	N		344	132	212
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Buy)	n	202	25	68	47	63	101	102
		%	58.8%	53.0%	58.7%	64.7%	58.1%	57.6%	60.8%
	Moderate (Looking to Buy)	n	142	22	48	25	46	74	65
		%	41.2%	47.0%	41.3%	35.3%	41.9%	42.4%	39.2%
Total	N		344	47	115	72	109	175	167
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Strong (Ready to Buy)	n	202	12	74	63	38	12	1
		%	58.8%	65.8%	62.4%	56.9%	66.7%	61.8%	7.4%
	Moderate (Looking to Buy)	n	142	6	44	47	19	8	13
		%	41.2%	34.2%	37.6%	43.1%	33.3%	38.2%	92.6%
Total	N		344	19	118	110	57	20	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Strong (Ready to Buy)	n	202	61	120	9
		%	58.8%	67.2%	57.5%	46.2%
	Moderate (Looking to Buy)	n	142	30	89	10
		%	41.2%	32.8%	42.5%	53.8%
Total	N		344	91	209	19
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Structure)

			Overall	Structure						
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Trailer/Mobile/Modular	Other
	Strong (Ready to Buy)	n	202	173	7	10	5	2	2	1
		%	58.8%	62.6%	49.3%	56.5%	30.4%	36.4%	100.0%	24.9%
	Moderate (Looking to Buy)	n	142	104	7	8	11	3	0	4
		%	41.2%	37.4%	50.7%	43.5%	69.6%	63.6%	.0%	75.1%
Total	N		344	277	14	19	15	5	2	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Strong (Ready to Buy)	n	202	176	17	6
		%	58.8%	62.0%	39.5%	100.0%
	Moderate (Looking to Buy)	n	142	108	26	0
		%	41.2%	38.0%	60.5%	.0%
Total	N		344	284	43	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Price of house looking for

		Overall	Price of home							
			Under $ 75,000	$ 75,000 - 100,000	$100,000 - 125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	Over $250,000
Strong (Ready to Buy)	n	202	18	20	41	31	40	11	23	12
	%	58.8%	66.8%	48.7%	50.8%	54.5%	67.6%	54.3%	64.6%	87.5%
Moderate (Looking to Buy)	n	142	9	21	40	26	19	9	13	2
	%	41.2%	33.2%	51.3%	49.2%	45.5%	32.4%	45.7%	35.4%	12.5%
Total N		344	26	41	81	57	59	19	36	14
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

		Overall	Size of home (sq ft)										
			Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
Strong (Ready to Buy)	n	202	1	12	27	39	28	14	13	24	6	5	1
	%	58.8%	100.0%	72.9%	45.9%	54.5%	68.8%	64.6%	54.3%	71.1%	61.3%	84.7%	57.2%
Moderate (Looking to Buy)	n	142	0	4	31	33	13	7	11	10	4	1	1
	%	41.2%	.0%	27.1%	54.1%	45.5%	31.2%	35.4%	45.7%	28.9%	38.7%	15.3%	42.8%
Total N		344	1	17	58	72	41	21	25	33	10	6	2
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Community in which most likely to buy house

			Overall	Community								
				North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	South East Edmonton	Central Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
	Strong (Ready to Buy)	n	202	19	21	24	38	23	6	11	6	47
		%	58.8%	57.5%	78.3%	53.3%	59.2%	56.5%	30.6%	53.0%	53.7%	65.7%
	Moderate (Looking to Buy)	n	142	14	6	21	26	18	15	10	5	25
		%	41.2%	42.5%	21.7%	46.7%	40.8%	43.5%	69.4%	47.0%	46.3%	34.3%
Total	N		344	32	27	44	64	42	21	21	10	72
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
	Strong (Ready to Buy)	n	202	44	119	10	4	6
		%	58.8%	79.0%	54.6%	74.4%	49.5%	85.2%
	Moderate (Looking to Buy)	n	142	12	99	3	4	1
		%	41.2%	21.0%	45.4%	25.6%	50.5%	14.8%
Total	N		344	56	217	13	8	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Price of house looking for

		Overall	Price of home							
			Under $ 75,000	$ 75,000 - 100,000	$100,000 - 125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	Over $250,000
New single	n	77	2	4	8	15	19	6	10	8
	%	22.4%	8.6%	10.4%	10.2%	26.4%	32.5%	31.3%	29.1%	59.7%
Pre-owned single	n	172	12	21	48	32	27	8	16	2
	%	49.8%	47.4%	52.0%	59.2%	55.3%	45.6%	43.6%	44.5%	13.7%
New row/duplex	n	7	0	0	0	2	1	1	3	0
	%	2.1%	.0%	.0%	.0%	2.9%	1.7%	7.6%	8.4%	.0%
Pre-owned row/duplex	n	19	7	5	3	3	1	0	0	0
	%	5.6%	25.4%	12.4%	3.4%	6.0%	2.4%	.0%	.0%	.0%
New apartment	n	5	0	1	3	0	0	0	1	0
	%	1.4%	.0%	2.5%	3.3%	.0%	.0%	.0%	2.8%	.0%
Pre-owned apartment	n	8	0	2	3	0	1	0	2	0
	%	2.3%	.0%	4.3%	4.1%	.0%	1.6%	.0%	5.3%	.0%
Other	n	21	2	2	4	2	4	2	2	2
	%	6.2%	9.0%	5.9%	4.8%	2.9%	6.4%	8.9%	5.0%	14.0%
DK/NR	n	35	3	5	12	4	6	2	2	2
	%	10.2%	9.6%	12.5%	14.9%	6.4%	9.9%	8.5%	4.9%	12.6%
Total N		344	26	41	81	57	59	19	36	14
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	New single	n	77	0	1	6	14	10	5	9	11	3	5	2
		%	22.4%	.0%	6.7%	10.2%	19.7%	25.3%	23.2%	36.6%	33.5%	27.5%	73.0%	100.0%
	Pre-owned single	n	172	0	7	23	43	26	11	9	15	5	1	0
		%	49.8%	.0%	44.3%	39.8%	58.9%	63.0%	53.3%	38.0%	46.5%	52.7%	14.1%	.0%
	New row/duplex	n	7	0	0	0	0	1	0	1	2	1	0	0
		%	2.1%	.0%	.0%	.0%	.0%	2.0%	.0%	2.9%	5.8%	10.5%	.0%	.0%
	Pre-owned row/duplex	n	19	0	1	11	1	0	0	1	1	0	0	0
		%	5.6%	.0%	7.1%	19.5%	1.9%	.0%	.0%	5.5%	1.7%	.0%	.0%	.0%
	New apartment	n	5	0	0	4	1	0	0	0	0	0	0	0
		%	1.4%	.0%	.0%	6.3%	1.4%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Pre-owned apartment	n	8	0	2	4	1	1	0	0	0	0	0	0
		%	2.3%	.0%	10.6%	6.8%	1.7%	2.3%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	n	21	1	1	7	5	0	1	2	3	0	0	0
		%	6.2%	100.0%	8.6%	11.4%	7.2%	.0%	4.1%	7.1%	8.1%	.0%	.0%	.0%
	DK/NR	n	35	0	4	3	7	3	4	2	2	1	1	0
		%	10.2%	.0%	22.6%	5.9%	9.1%	7.5%	19.4%	9.9%	5.3%	9.3%	12.9%	.0%
Total	N		344	1	17	58	72	41	21	25	33	10	6	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Community in which most likely to buy house

		Overall	Community								
			North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	South East Edmonton	Central Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
New single	n	77	10	10	11	16	6	0	5	4	13
	%	22.4%	32.1%	35.7%	25.3%	25.3%	13.8%	.0%	25.8%	42.7%	18.5%
Pre-owned single	n	172	15	14	19	30	29	5	9	4	40
	%	49.8%	46.0%	53.2%	43.1%	47.7%	68.9%	26.0%	43.9%	42.7%	54.9%
New row/duplex	n	7	0	1	1	0	0	0	3	0	2
	%	2.1%	.0%	2.9%	2.4%	.0%	.0%	.0%	16.3%	.0%	2.7%
Pre-owned row/duplex	n	19	2	0	3	5	4	1	0	0	2
	%	5.6%	7.4%	.0%	7.6%	7.0%	10.2%	6.6%	.0%	.0%	3.0%
New apartment	n	5	0	0	2	0	0	3	0	0	0
	%	1.4%	.0%	.0%	4.5%	.0%	.0%	13.2%	.0%	.0%	.0%
Pre-owned apartment	n	8	0	0	1	0	0	5	0	0	2
	%	2.3%	.0%	.0%	2.8%	.0%	.0%	22.6%	.0%	.0%	2.6%
Other	n	21	3	0	4	6	0	3	0	0	4
	%	6.2%	9.4%	.0%	8.2%	10.0%	.0%	12.8%	.0%	.0%	5.6%
DK/NR	n	35	2	2	3	6	3	4	3	2	9
	%	10.2%	5.0%	8.3%	6.1%	10.0%	7.1%	18.7%	13.9%	14.6%	12.6%
Total N		344	32	27	44	64	42	21	21	10	72
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
	New single	n	77	39	22	2	2	1
		%	22.4%	69.6%	10.0%	17.2%	25.4%	19.8%
	Pre-owned single	n	172	4	149	7	1	1
		%	49.8%	7.3%	68.4%	55.2%	9.9%	20.7%
	New row/duplex	n	7	4	2	0	0	0
		%	2.1%	6.6%	.8%	.0%	.0%	.0%
	Pre-owned row/duplex	n	19	2	13	0	0	0
		%	5.6%	4.2%	5.9%	.0%	.0%	.0%
	New apartment	n	5	1	4	0	0	0
		%	1.4%	1.9%	1.7%	.0%	.0%	.0%
	Pre-owned apartment	n	8	0	8	0	0	0
		%	2.3%	.0%	3.6%	.0%	.0%	.0%
	Other	n	21	3	10	2	2	2
		%	6.2%	6.1%	4.8%	18.0%	23.1%	33.6%
	DK/NR	n	35	2	10	1	3	2
		%	10.2%	4.2%	4.7%	9.6%	41.6%	25.9%
Total	N		344	56	217	13	8	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	New single	n	77	1	13	14	17	10	11	0
		%	22.4%	13.6%	20.7%	13.0%	28.1%	32.3%	41.2%	.0%
	Pre-owned single	n	172	7	31	59	29	16	13	1
		%	49.8%	65.9%	47.4%	53.1%	48.6%	52.0%	49.6%	100.0%
	New row/duplex	n	7	0	2	0	1	2	1	0
		%	2.1%	.0%	2.6%	.0%	1.9%	6.7%	3.1%	.0%
	Pre-owned row/duplex	n	19	1	6	9	1	1	0	0
		%	5.6%	11.7%	8.8%	7.9%	2.2%	3.6%	.0%	.0%
	New apartment	n	5	0	1	3	0	0	0	0
		%	1.4%	.0%	1.4%	2.5%	.0%	.0%	.0%	.0%
	Pre-owned apartment	n	8	0	2	5	1	0	0	0
		%	2.3%	.0%	2.9%	4.6%	1.5%	.0%	.0%	.0%
	Other	n	21	0	3	10	3	1	2	0
		%	6.2%	.0%	5.2%	8.7%	4.4%	2.9%	6.2%	.0%
	DK/NR	n	35	1	7	11	8	1	0	0
		%	10.2%	8.8%	11.0%	10.1%	13.2%	2.5%	.0%	.0%
Total	N_____		344	10	65	111	60	31	27	1
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	New single	n	77	34	43
		%	22.4%	25.7%	20.3%
	Pre-owned single	n	172	59	112
		%	49.8%	44.8%	53.0%
	New row/duplex	n	7	5	2
		%	2.1%	3.9%	1.0%
	Pre-owned row/duplex	n	19	3	16
		%	5.6%	2.3%	7.7%
	New apartment	n	5	2	3
		%	1.4%	1.5%	1.3%
	Pre-owned apartment	n	8	2	6
		%	2.3%	1.6%	2.7%
	Other	n	21	10	12
		%	6.2%	7.3%	5.5%
	DK/NR	n	35	17	18
		%	10.2%	12.9%	8.5%
Total	N_____		344	132	212
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	New single	n	77	4	25	17	31	29	48
		%	22.4%	8.9%	21.5%	23.5%	28.6%	16.8%	28.5%
	Pre-owned single	n	172	21	55	41	55	82	88
		%	49.8%	44.0%	47.8%	57.0%	50.3%	46.9%	52.8%
	New row/duplex	n	7	1	5	1	0	7	0
		%	2.1%	2.4%	4.5%	1.1%	.0%	4.1%	.0%
	Pre-owned row/duplex	n	19	5	7	4	4	13	6
		%	5.6%	11.3%	6.1%	4.9%	3.2%	7.5%	3.8%
	New apartment	n	5	2	1	1	0	4	0
		%	1.4%	3.7%	.8%	1.5%	.0%	2.1%	.0%
	Pre-owned apartment	n	8	4	3	0	1	8	0
		%	2.3%	7.7%	2.6%	.0%	1.1%	4.5%	.0%
	Other	n	21	6	5	3	7	12	9
		%	6.2%	13.7%	4.2%	4.7%	6.1%	7.0%	5.4%
	DK/NR	n	35	4	14	5	12	19	16
		%	10.2%	8.2%	12.5%	7.3%	10.6%	11.0%	9.4%
Total	N		344	47	115	72	109	175	167
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	New single	n	77	2	28	29	13	3	0
		%	22.4%	9.7%	24.1%	26.1%	22.8%	16.6%	.0%
	Pre-owned single	n	172	13	64	49	30	9	4
		%	49.8%	71.2%	54.4%	44.5%	52.8%	45.7%	28.9%
	New row/duplex	n	7	0	2	1	0	2	2
		%	2.1%	.0%	1.7%	.7%	.0%	9.2%	12.1%
	Pre-owned row/duplex	n	19	1	7	9	2	0	0
		%	5.6%	6.4%	5.9%	8.1%	4.0%	.0%	.0%
	New apartment	n	5	0	0	3	0	1	0
		%	1.4%	.0%	.0%	2.5%	.0%	4.6%	.0%
	Pre-owned apartment	n	8	0	0	2	0	1	5
		%	2.3%	.0%	.0%	1.6%	.0%	4.6%	37.7%
	Other	n	21	1	5	9	5	0	2
		%	6.2%	3.3%	4.2%	8.6%	8.2%	.0%	12.1%
	DK/NR	n	35	2	11	9	7	4	1
		%	10.2%	9.4%	9.7%	7.8%	12.3%	19.2%	9.1%
Total	N		344	19	118	110	57	20	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Price of house looking for

		Overall	Price of home						
			Under $ 75,000	$ 75,000 - 100,000	$100,000 - 125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	Over $250,000
Under 800 sq ft	n	1	1	0	0	0	0	0	0	0
	%	.3%	3.6%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
800 - 1000 sq ft	n	17	5	6	4	1	0	0	0	0
	%	4.8%	17.8%	13.6%	4.9%	2.0%	.0%	.0%	.0%	.0%
1001 - 1200 sq ft	n	58	7	9	24	10	2	1	4	0
	%	16.9%	25.6%	21.7%	29.4%	18.1%	3.7%	7.1%	10.4%	.0%
1201 - 1400 sq ft	n	72	4	7	19	18	16	1	3	2
	%	21.0%	13.8%	16.7%	23.5%	31.6%	26.8%	6.3%	8.3%	14.0%
1401 - 1600 sq ft	n	41	1	2	10	7	14	4	1	0
	%	11.9%	5.7%	4.9%	12.1%	12.5%	24.5%	20.7%	2.3%	.0%
1601 - 1800 sq ft	n	21	1	1	3	4	7	1	4	1
	%	6.2%	5.3%	2.5%	3.8%	6.4%	11.1%	4.3%	10.7%	6.6%
1801 - 2000 sq ft	n	25	1	1	3	4	3	7	4	0
	%	7.1%	3.8%	1.7%	3.2%	7.7%	5.6%	36.7%	12.6%	.0%
2001 - 2500 sq ft	n	33	1	1	1	2	8	3	11	5
	%	9.6%	4.8%	2.6%	1.8%	3.3%	13.8%	16.9%	29.6%	34.3%
2501 - 3000 sq ft	n	10	0	0	0	2	2	1	3	1
	%	2.9%	.0%	.0%	.0%	3.7%	3.3%	4.2%	8.3%	6.7%
3001 - 3500 sq ft	n	6	0	0	0	1	0	0	1	4
	%	1.8%	.0%	.0%	.0%	1.8%	.0%	.0%	2.7%	31.1%
Over 3500 sq ft	n	2	0	0	0	1	0	1	0	0
	%	.5%	.0%	.0%	.0%	1.7%	.0%	3.8%	.0%	.0%
DK/NR	n	59	5	15	17	6	7	0	5	1
	%	17.1%	19.7%	36.4%	21.4%	11.2%	11.2%	.0%	15.1%	7.3%
Total N		344	26	41	81	57	59	19	36	14
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Under 800 sq ft	n	1	0	0	1
		%	.3%	.0%	.0%	5.2%
	800 - 1000 sq ft	n	17	1	14	0
		%	4.8%	1.2%	6.9%	.0%
	1001 - 1200 sq ft	n	58	10	39	7
		%	16.9%	10.5%	18.9%	35.7%
	1201 - 1400 sq ft	n	72	17	48	4
		%	21.0%	18.4%	23.0%	23.7%
	1401 - 1600 sq ft	n	41	12	27	0
		%	11.9%	13.2%	12.8%	.0%
	1601 - 1800 sq ft	n	21	5	11	1
		%	6.2%	5.4%	5.4%	4.6%
	1801 - 2000 sq ft	n	25	10	11	2
		%	7.1%	10.6%	5.1%	9.4%
	2001 - 2500 sq ft	n	33	13	16	3
		%	9.6%	14.2%	7.5%	14.5%
	2501 - 3000 sq ft	n	10	4	5	0
		%	2.9%	4.1%	2.5%	.0%
	3001 - 3500 sq ft	n	6	5	1	0
		%	1.8%	5.0%	.4%	.0%
	Over 3500 sq ft	n	2	2	0	0
		%	.5%	1.9%	.0%	.0%
	DK/NR	n	59	14	36	1
		%	17.1%	15.5%	17.4%	7.0%
Total	N		344	91	209	19
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Structure)

		Overall	Structure						
			Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Trailer/Mobile/Modular	Other
Under 800 sq ft	n	1	0	0	0	0	0	1	0
	%	.3%	.0%	.0%	.0%	.0%	.0%	42.9%	.0%
800 - 1000 sq ft	n	17	8	0	1	3	1	1	1
	%	4.8%	3.0%	.0%	6.3%	18.0%	29.0%	57.1%	25.2%
1001 - 1200 sq ft	n	58	31	7	6	9	0	0	3
	%	16.9%	11.4%	49.3%	34.6%	60.9%	.0%	.0%	49.8%
1201 - 1400 sq ft	n	72	60	1	3	2	1	0	1
	%	21.0%	21.7%	8.7%	17.9%	15.0%	14.2%	.0%	14.1%
1401 - 1600 sq ft	n	41	38	0	1	1	1	0	0
	%	11.9%	13.9%	.0%	4.4%	6.0%	18.0%	.0%	.0%
1601 - 1800 sq ft	n	21	21	0	0	0	0	0	0
	%	6.2%	7.6%	.0%	.0%	.0%	.0%	.0%	.0%
1801 - 2000 sq ft	n	25	23	2	0	0	0	0	0
	%	7.1%	8.1%	14.2%	.0%	.0%	.0%	.0%	.0%
2001 - 2500 sq ft	n	33	30	0	2	0	0	0	0
	%	9.6%	10.7%	.0%	13.5%	.0%	.0%	.0%	.0%
2501 - 3000 sq ft	n	10	9	1	0	0	0	0	0
	%	2.9%	3.2%	7.2%	.0%	.0%	.0%	.0%	.0%
3001 - 3500 sq ft	n	6	6	0	0	0	0	0	0
	%	1.8%	2.3%	.0%	.0%	.0%	.0%	.0%	.0%
Over 3500 sq ft	n	2	2	0	0	0	0	0	0
	%	.5%	.6%	.0%	.0%	.0%	.0%	.0%	.0%
DK/NR	n	59	48	3	4	0	2	0	1
	%	17.1%	17.5%	20.5%	23.2%	.0%	38.7%	.0%	10.8%
Total N_____		344	277	14	19	15	5	2	6
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under 800 sq ft	n	1	0	0	1
		%	.3%	.0%	.0%	14.8%
	800 - 1000 sq ft	n	17	10	6	1
		%	4.8%	3.4%	13.2%	19.7%
	1001 - 1200 sq ft	n	58	35	20	0
		%	16.9%	12.3%	46.4%	.0%
	1201 - 1400 sq ft	n	72	61	4	3
		%	21.0%	21.6%	9.9%	42.3%
	1401 - 1600 sq ft	n	41	36	3	1
		%	11.9%	12.6%	6.2%	23.1%
	1601 - 1800 sq ft	n	21	21	0	0
		%	6.2%	7.4%	.0%	.0%
	1801 - 2000 sq ft	n	25	22	3	0
		%	7.1%	7.8%	7.1%	.0%
	2001 - 2500 sq ft	n	33	31	2	0
		%	9.6%	11.0%	4.5%	.0%
	2501 - 3000 sq ft	n	10	10	0	0
		%	2.9%	3.5%	.0%	.0%
	3001 - 3500 sq ft	n	6	6	0	0
		%	1.8%	2.2%	.0%	.0%
	Over 3500 sq ft	n	2	2	0	0
		%	.5%	.6%	.0%	.0%
	DK/NR	n	59	51	6	0
		%	17.1%	17.8%	12.9%	.0%
Total	N_____		344	284	43	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Community in which most likely to buy house

		Overall	Community								
			North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	South East Edmonton	Central Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
Under 800 sq ft	n	1	0	0	0	0	0	0	0	0	1
	%	.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
800 - 1000 sq ft	n	17	1	0	2	4	1	5	0	0	3
	%	4.8%	3.4%	.0%	4.8%	6.2%	3.3%	22.9%	.0%	.0%	4.4%
1001 - 1200 sq ft	n	58	8	2	2	8	11	10	2	1	12
	%	16.9%	23.9%	8.7%	4.4%	12.3%	25.4%	49.1%	9.5%	8.1%	17.2%
1201 - 1400 sq ft	n	72	8	7	12	8	9	1	5	2	17
	%	21.0%	25.9%	25.3%	27.1%	12.3%	22.4%	7.0%	23.3%	20.0%	24.0%
1401 - 1600 sq ft	n	41	2	4	4	12	5	2	3	1	9
	%	11.9%	5.5%	14.9%	8.1%	19.1%	10.9%	11.5%	14.0%	6.5%	12.4%
1601 - 1800 sq ft	n	21	4	2	2	5	1	0	2	2	4
	%	6.2%	11.8%	7.5%	3.7%	7.9%	1.8%	.0%	8.7%	14.6%	5.2%
1801 - 2000 sq ft	n	25	1	1	6	4	4	1	1	0	6
	%	7.1%	2.1%	3.3%	14.1%	6.7%	8.4%	5.4%	7.2%	.0%	8.8%
2001 - 2500 sq ft	n	33	2	3	3	11	4	0	1	4	5
	%	9.6%	5.4%	11.1%	7.2%	17.4%	8.7%	.0%	4.8%	35.0%	6.5%
2501 - 3000 sq ft	n	10	0	2	4	2	1	0	0	0	1
	%	2.9%	.0%	8.2%	8.3%	3.0%	2.8%	.0%	.0%	.0%	1.3%
3001 - 3500 sq ft	n	6	1	0	0	3	0	0	1	0	2
	%	1.8%	3.0%	.0%	.0%	4.0%	.0%	.0%	4.3%	.0%	2.6%
Over 3500 sq ft	n	2	0	0	0	0	0	0	0	1	1
	%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	7.1%	1.4%
DK/NR	n	59	6	6	10	7	7	1	6	1	11
	%	17.1%	18.9%	20.9%	22.5%	11.2%	16.2%	4.1%	28.3%	8.8%	14.9%
Total N		344	32	27	44	64	42	21	21	10	72
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred				
			New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/ Acreage	Does not matter/Either	Other
Under 800 sq ft	n	1	0	1	0	0	0
	%	.3%	.0%	.4%	.0%	.0%	.0%
800 - 1000 sq ft	n	17	1	12	0	0	1
	%	4.8%	1.5%	5.6%	3.1%	.0%	12.7%
1001 - 1200 sq ft	n	58	3	40	3	1	1
	%	16.9%	6.1%	18.2%	23.2%	12.6%	14.8%
1201 - 1400 sq ft	n	72	10	49	2	1	0
	%	21.0%	18.1%	22.3%	18.7%	17.5%	.0%
1401 - 1600 sq ft	n	41	8	26	2	0	2
	%	11.9%	13.8%	12.1%	12.8%	.0%	33.0%
1601 - 1800 sq ft	n	21	7	11	1	0	0
	%	6.2%	12.9%	4.9%	6.5%	.0%	.0%
1801 - 2000 sq ft	n	25	7	12	1	2	0
	%	7.1%	12.5%	5.4%	5.1%	31.4%	.0%
2001 - 2500 sq ft	n	33	8	19	1	1	1
	%	9.6%	15.1%	8.7%	9.7%	11.4%	20.7%
2501 - 3000 sq ft	n	10	2	7	0	0	0
	%	2.9%	3.3%	3.2%	.0%	.0%	.0%
3001 - 3500 sq ft	n	6	4	2	0	0	0
	%	1.8%	6.5%	.8%	.0%	.0%	.0%
Over 3500 sq ft	n	2	1	1	0	0	0
	%	.5%	1.8%	.3%	.0%	.0%	.0%
DK/NR	n	59	5	39	3	2	1
	%	17.1%	8.5%	17.9%	20.8%	27.1%	18.8%
Total N		344	56	217	13	8	7
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Total household income

		Overall	Household income						
			Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
Under 800 sq ft	n	1	0	0	1	0	0	0	0
	%	.3%	.0%	.0%	.9%	.0%	.0%	.0%	.0%
800 - 1000 sq ft	n	17	1	4	9	1	0	0	0
	%	4.8%	11.7%	6.2%	8.3%	1.6%	.0%	.0%	.0%
1001 - 1200 sq ft	n	58	1	11	27	5	1	0	0
	%	16.9%	7.8%	16.4%	24.0%	7.6%	3.6%	.0%	.0%
1201 - 1400 sq ft	n	72	2	20	23	14	7	3	0
	%	21.0%	17.0%	30.6%	20.4%	23.0%	24.4%	11.5%	.0%
1401 - 1600 sq ft	n	41	1	7	11	7	5	7	0
	%	11.9%	13.6%	10.2%	9.9%	10.9%	17.9%	26.1%	.0%
1601 - 1800 sq ft	n	21	0	3	5	8	2	2	0
	%	6.2%	.0%	5.3%	4.6%	13.1%	7.2%	6.3%	.0%
1801 - 2000 sq ft	n	25	0	2	7	8	4	3	0
	%	7.1%	.0%	3.0%	6.0%	12.6%	11.7%	12.1%	.0%
2001 - 2500 sq ft	n	33	1	4	7	7	4	6	1
	%	9.6%	10.7%	6.0%	6.4%	11.0%	13.0%	21.3%	100.0%
2501 - 3000 sq ft	n	10	0	0	4	1	2	2	0
	%	2.9%	.0%	.0%	3.4%	1.5%	7.1%	7.2%	.0%
3001 - 3500 sq ft	n	6	0	0	1	1	2	1	0
	%	1.8%	.0%	.0%	.8%	1.3%	6.5%	3.3%	.0%
Over 3500 sq ft	n	2	0	1	0	0	1	0	0
	%	.5%	.0%	1.5%	.0%	.0%	2.4%	.0%	.0%
DK/NR	n	59	4	14	17	11	2	3	0
	%	17.1%	39.1%	20.9%	15.3%	17.4%	6.3%	12.2%	.0%
Total N		344	10	65	111	60	31	27	1
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under 800 sq ft	n	1	0	1
		%	.3%	.0%	.5%
	800 - 1000 sq ft	n	17	7	10
		%	4.8%	5.3%	4.5%
	1001 - 1200 sq ft	n	58	15	43
		%	16.9%	11.6%	20.2%
	1201 - 1400 sq ft	n	72	22	50
		%	21.0%	16.4%	23.8%
	1401 - 1600 sq ft	n	41	19	22
		%	11.9%	14.2%	10.5%
	1601 - 1800 sq ft	n	21	12	9
		%	6.2%	9.0%	4.4%
	1801 - 2000 sq ft	n	25	14	10
		%	7.1%	10.7%	4.9%
	2001 - 2500 sq ft	n	33	18	15
		%	9.6%	13.6%	7.1%
	2501 - 3000 sq ft	n	10	6	4
		%	2.9%	4.3%	2.0%
	3001 - 3500 sq ft	n	6	5	1
		%	1.8%	4.0%	.5%
	Over 3500 sq ft	n	2	1	1
		%	.5%	.6%	.5%
	DK/NR	n	59	14	45
		%	17.1%	10.4%	21.3%
Total	N		344	132	212
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Under 800 sq ft	n	1	0	0	0	1	0	1
	%	.3%	.0%	.0%	.0%	.9%	.0%	.6%
800 - 1000 sq ft	n	17	9	5	0	2	13	3
	%	4.8%	19.8%	4.2%	.0%	2.2%	7.6%	1.9%
1001 - 1200 sq ft	n	58	15	26	7	8	40	17
	%	16.9%	31.9%	22.9%	10.3%	7.6%	22.7%	10.3%
1201 - 1400 sq ft	n	72	7	24	20	21	37	35
	%	21.0%	14.5%	20.7%	28.2%	19.5%	21.3%	20.9%
1401 - 1600 sq ft	n	41	4	13	9	15	18	23
	%	11.9%	8.1%	11.5%	12.0%	14.1%	10.6%	13.5%
1601 - 1800 sq ft	n	21	3	7	5	7	10	11
	%	6.2%	6.0%	6.2%	6.5%	6.0%	5.6%	6.8%
1801 - 2000 sq ft	n	25	2	5	8	9	10	14
	%	7.1%	5.3%	4.6%	11.3%	8.0%	5.9%	8.6%
2001 - 2500 sq ft	n	33	2	8	3	20	12	21
	%	9.6%	3.8%	7.1%	4.4%	18.3%	7.0%	12.4%
2501 - 3000 sq ft	n	10	1	3	1	5	4	6
	%	2.9%	2.5%	2.7%	1.6%	4.2%	2.4%	3.4%
3001 - 3500 sq ft	n	6	0	3	2	2	2	5
	%	1.8%	.0%	2.2%	2.4%	1.8%	1.0%	2.7%
Over 3500 sq ft	n	2	0	1	0	1	0	2
	%	.5%	.0%	.9%	.0%	.7%	.0%	1.0%
DK/NR	n	59	4	20	17	18	28	30
	%	17.1%	8.1%	17.1%	23.4%	16.9%	15.9%	17.9%
Total N_____		344	47	115	72	109	175	167
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Under 800 sq ft	n	1	0	0	1	0	0	0
	%	.3%	.0%	.0%	.9%	.0%	.0%	.0%
800 - 1000 sq ft	n	17	1	5	6	3	2	0
	%	4.8%	5.3%	4.1%	5.1%	5.5%	9.9%	.0%
1001 - 1200 sq ft	n	58	3	17	22	3	4	7
	%	16.9%	15.9%	14.6%	19.7%	5.4%	21.9%	49.9%
1201 - 1400 sq ft	n	72	3	26	19	16	4	2
	%	21.0%	17.2%	22.1%	17.3%	28.9%	18.1%	18.1%
1401 - 1600 sq ft	n	41	1	16	13	7	2	2
	%	11.9%	7.5%	13.5%	11.6%	12.9%	9.0%	12.5%
1601 - 1800 sq ft	n	21	1	10	7	3	1	0
	%	6.2%	3.6%	8.4%	6.0%	5.6%	3.7%	.0%
1801 - 2000 sq ft	n	25	1	10	7	4	2	0
	%	7.1%	7.2%	8.7%	6.6%	7.0%	7.9%	.0%
2001 - 2500 sq ft	n	33	1	8	13	7	2	0
	%	9.6%	6.6%	6.7%	11.6%	13.0%	11.0%	.0%
2501 - 3000 sq ft	n	10	0	2	7	0	1	0
	%	2.9%	.0%	1.8%	6.2%	.0%	4.6%	.0%
3001 - 3500 sq ft	n	6	0	2	2	3	0	0
	%	1.8%	.0%	1.6%	1.6%	4.7%	.0%	.0%
Over 3500 sq ft	n	2	0	1	0	1	0	0
	%	.5%	.0%	.8%	.0%	1.3%	.0%	.0%
DK/NR	n	59	7	21	15	9	3	3
	%	17.1%	36.6%	17.6%	13.3%	15.7%	13.7%	19.6%
Total N		344	19	118	110	57	20	14
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Under $ 75,000	n	26	3	20	2
		%	7.6%	3.3%	9.8%	8.6%
	$ 75,000 - 100,000	n	41	5	32	1
		%	12.0%	5.9%	15.2%	5.5%
	$100,000 - 125,000	n	81	11	58	4
		%	23.5%	12.0%	27.8%	21.2%
	$125,000 - 150,000	n	57	17	36	2
		%	16.6%	18.3%	17.2%	9.0%
	$150,000 - 175,000	n	59	22	29	3
		%	17.1%	23.7%	14.0%	17.0%
	$175,000 - 200,000	n	19	8	8	2
		%	5.6%	8.3%	4.1%	9.4%
	$200,000 - 250,000	n	36	14	18	2
		%	10.4%	15.7%	8.5%	9.5%
	Over $250,000	n	14	8	2	2
		%	4.0%	9.0%	.9%	10.4%
	DK/NR	n	11	3	5	2
		%	3.3%	3.8%	2.5%	9.4%
Total	N_____		344	91	209	19
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Structure)

			Overall	Structure						
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Trailer/Mobile/Modular	Other
	Under $ 75,000	n	26	17	1	5	0	0	2	1
		%	7.6%	6.0%	9.5%	28.7%	.0%	.0%	100.0%	14.1%
	$ 75,000 - 100,000	n	41	28	4	2	4	0	0	1
		%	12.0%	10.1%	31.1%	9.0%	24.9%	.0%	.0%	25.2%
	$100,000 - 125,000	n	81	62	3	2	6	3	0	3
		%	23.5%	22.5%	18.3%	12.8%	39.2%	67.8%	.0%	49.8%
	$125,000 - 150,000	n	57	48	2	4	2	0	0	0
		%	16.6%	17.4%	16.1%	21.2%	11.0%	.0%	.0%	.0%
	$150,000 - 175,000	n	59	52	2	1	1	2	0	1
		%	17.1%	18.9%	12.8%	3.1%	6.0%	32.2%	.0%	10.8%
	$175,000 - 200,000	n	19	18	1	1	0	0	0	0
		%	5.6%	6.5%	4.9%	4.2%	.0%	.0%	.0%	.0%
	$200,000 - 250,000	n	36	29	1	2	3	0	0	0
		%	10.4%	10.4%	7.2%	10.6%	18.9%	.0%	.0%	.0%
	Over $250,000	n	14	12	0	2	0	0	0	0
		%	4.0%	4.3%	.0%	10.4%	.0%	.0%	.0%	.0%
	DK/NR	n	11	11	0	0	0	0	0	0
		%	3.3%	4.1%	.0%	.0%	.0%	.0%	.0%	.0%
Total	N		344	277	14	19	15	5	2	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under $ 75,000	n	26	16	6	5
		%	7.6%	5.7%	12.8%	70.0%
	$ 75,000 - 100,000	n	41	30	7	0
		%	12.0%	10.5%	16.1%	.0%
	$100,000 - 125,000	n	81	65	14	0
		%	23.5%	23.0%	33.0%	.0%
	$125,000 - 150,000	n	57	50	5	0
		%	16.6%	17.6%	12.3%	.0%
	$150,000 - 175,000	n	59	55	3	0
		%	17.1%	19.4%	5.9%	.0%
	$175,000 - 200,000	n	19	18	1	0
		%	5.6%	6.3%	3.5%	.0%
	$200,000 - 250,000	n	36	28	7	0
		%	10.4%	9.7%	16.5%	.0%
	Over $250,000	n	14	11	0	2
		%	4.0%	3.8%	.0%	30.0%
	DK/NR	n	11	11	0	0
		%	3.3%	4.0%	.0%	.0%
Total	N		344	284	43	6
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Under $ 75,000	n	26	1	5	7	4	1	1	1	1	0	0	0
		%	7.6%	100.0%	28.4%	11.6%	5.0%	3.6%	6.5%	4.0%	3.8%	.0%	.0%	.0%
	$ 75,000 - 100,000	n	41	0	6	9	7	2	1	1	1	0	0	0
		%	12.0%	.0%	34.1%	15.4%	9.5%	4.9%	4.8%	2.8%	3.2%	.0%	.0%	.0%
	$100,000 - 125,000	n	81	0	4	24	19	10	3	3	1	0	0	0
		%	23.5%	.0%	24.0%	40.9%	26.3%	23.9%	14.5%	10.5%	4.3%	.0%	.0%	.0%
	$125,000 - 150,000	n	57	0	1	10	18	7	4	4	2	2	1	1
		%	16.6%	.0%	6.8%	17.7%	24.9%	17.3%	17.2%	18.0%	5.7%	21.4%	16.5%	57.2%
	$150,000 - 175,000	n	59	0	0	2	16	14	7	3	8	2	0	0
		%	17.1%	.0%	.0%	3.7%	21.8%	35.1%	30.8%	13.3%	24.5%	19.7%	.0%	.0%
	$175,000 - 200,000	n	19	0	0	1	1	4	1	7	3	1	0	1
		%	5.6%	.0%	.0%	2.4%	1.7%	9.8%	3.9%	29.0%	9.9%	8.3%	.0%	42.8%
	$200,000 - 250,000	n	36	0	0	4	3	1	4	4	11	3	1	0
		%	10.4%	.0%	.0%	6.4%	4.1%	2.0%	18.0%	18.3%	31.8%	29.9%	15.3%	.0%
	Over $250,000	n	14	0	0	0	2	0	1	0	5	1	4	0
		%	4.0%	.0%	.0%	.0%	2.7%	.0%	4.3%	.0%	14.3%	9.3%	68.2%	.0%
	DK/NR	n	11	0	1	1	3	1	0	1	1	1	0	0
		%	3.3%	.0%	6.7%	1.9%	4.0%	3.3%	.0%	4.1%	2.4%	11.4%	.0%	.0%
Total	N		344	1	17	58	72	41	21	25	33	10	6	2
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Community in which most likely to buy house

			Overall	Community								
				North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	South East Edmonton	Central Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
	Under $ 75,000	n	26	4	1	1	3	3	2	0	0	11
		%	7.6%	11.6%	4.7%	2.2%	4.2%	7.0%	11.2%	.0%	.0%	15.3%
	$ 75,000 - 100,000	n	41	6	5	6	6	4	3	0	0	9
		%	12.0%	18.8%	16.8%	14.5%	9.1%	8.4%	16.0%	.0%	.0%	12.0%
	$100,000 - 125,000	n	81	6	7	7	15	10	12	3	2	18
		%	23.5%	17.0%	24.0%	17.0%	23.9%	24.6%	55.7%	14.0%	16.3%	25.0%
	$125,000 - 150,000	n	57	8	5	6	9	11	2	8	1	7
		%	16.6%	24.1%	18.0%	12.6%	13.5%	25.4%	8.0%	36.2%	13.9%	10.2%
	$150,000 - 175,000	n	59	2	5	13	15	5	1	7	3	7
		%	17.1%	5.0%	18.9%	29.9%	23.4%	13.1%	4.4%	31.8%	27.7%	10.3%
	$175,000 - 200,000	n	19	0	1	6	1	3	0	2	3	3
		%	5.6%	.0%	2.9%	13.0%	1.3%	7.5%	.0%	8.2%	28.1%	4.4%
	$200,000 - 250,000	n	36	4	2	5	11	2	1	0	1	10
		%	10.4%	10.9%	7.4%	10.8%	17.9%	5.7%	4.8%	.0%	6.4%	13.7%
	Over $250,000	n	14	3	1	0	4	1	0	1	1	2
		%	4.0%	9.1%	3.3%	.0%	6.7%	3.6%	.0%	4.3%	7.6%	3.4%
	DK/NR	n	11	1	1	0	0	2	0	1	0	4
		%	3.3%	3.4%	4.2%	.0%	.0%	4.7%	.0%	5.6%	.0%	5.8%
Total	N		344	32	27	44	64	42	21	21	10	72
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
	Under $ 75,000	n	26	1	18	3	0	1
		%	7.6%	1.8%	8.5%	26.3%	.0%	12.7%
	$ 75,000 - 100,000	n	41	3	28	1	1	1
		%	12.0%	5.3%	13.0%	4.4%	17.5%	14.8%
	$100,000 - 125,000	n	81	4	59	4	2	1
		%	23.5%	7.7%	27.3%	33.4%	26.8%	20.7%
	$125,000 - 150,000	n	57	8	38	1	0	0
		%	16.6%	14.4%	17.3%	9.5%	.0%	.0%
	$150,000 - 175,000	n	59	16	31	1	2	2
		%	17.1%	29.1%	14.1%	10.6%	19.7%	32.0%
	$175,000 - 200,000	n	19	5	12	0	1	0
		%	5.6%	9.3%	5.3%	.0%	11.7%	.0%
	$200,000 - 250,000	n	36	10	20	1	2	0
		%	10.4%	18.5%	9.4%	7.5%	24.2%	.0%
	Over $250,000	n	14	6	7	0	0	0
		%	4.0%	10.6%	3.2%	.0%	.0%	.0%
	DK/NR	n	11	2	4	1	0	1
		%	3.3%	3.2%	1.9%	8.3%	.0%	19.8%
Total	N		344	56	217	13	8	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Under $ 75,000	n	26	2	10	9	3	0	1	0
		%	7.6%	22.0%	14.8%	7.8%	5.5%	.0%	4.3%	.0%
	$ 75,000 - 100,000	n	41	4	13	12	5	0	0	0
		%	12.0%	39.6%	19.9%	11.1%	7.7%	.0%	.0%	.0%
	$100,000 - 125,000	n	81	2	20	37	8	3	2	0
		%	23.5%	16.6%	30.4%	33.0%	13.3%	10.8%	7.7%	.0%
	$125,000 - 150,000	n	57	1	11	23	10	4	4	0
		%	16.6%	8.2%	16.9%	21.0%	16.4%	13.6%	14.3%	.0%
	$150,000 - 175,000	n	59	0	7	20	15	8	5	0
		%	17.1%	.0%	10.7%	18.1%	25.1%	26.5%	17.7%	.0%
	$175,000 - 200,000	n	19	0	0	3	5	5	5	0
		%	5.6%	.0%	.0%	3.0%	7.7%	16.6%	18.4%	.0%
	$200,000 - 250,000	n	36	0	2	4	11	8	6	1
		%	10.4%	.0%	2.9%	3.2%	18.5%	26.2%	22.2%	100.0%
	Over $250,000	n	14	0	3	1	4	0	3	0
		%	4.0%	.0%	4.4%	.8%	5.8%	.0%	12.6%	.0%
	DK/NR	n	11	1	0	2	0	2	1	0
		%	3.3%	13.6%	.0%	1.9%	.0%	6.4%	2.9%	.0%
Total	N_____		344	10	65	111	60	31	27	1
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under $ 75,000	n	26	8	18
		%	7.6%	6.2%	8.6%
	$ 75,000 - 100,000	n	41	7	35
		%	12.0%	5.1%	16.3%
	$100,000 - 125,000	n	81	17	64
		%	23.5%	12.8%	30.2%
	$125,000 - 150,000	n	57	21	36
		%	16.6%	15.7%	17.1%
	$150,000 - 175,000	n	59	32	26
		%	17.1%	24.5%	12.4%
	$175,000 - 200,000	n	19	15	5
		%	5.6%	11.1%	2.2%
	$200,000 - 250,000	n	36	23	13
		%	10.4%	17.1%	6.1%
	Over $250,000	n	14	8	5
		%	4.0%	6.3%	2.6%
	DK/NR	n	11	2	10
		%	3.3%	1.2%	4.6%
Total	N_____		344	132	212
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under $ 75,000	n	26	4	6	6	10	12	15
		%	7.6%	8.9%	5.4%	8.5%	8.9%	6.6%	8.8%
	$ 75,000 - 100,000	n	41	8	12	6	15	19	21
		%	12.0%	16.6%	10.5%	8.6%	13.9%	11.1%	12.4%
	$100,000 - 125,000	n	81	11	31	19	19	48	33
		%	23.5%	24.3%	27.3%	25.9%	17.7%	27.1%	20.0%
	$125,000 - 150,000	n	57	9	19	14	15	31	26
		%	16.6%	19.4%	16.6%	19.2%	13.7%	17.4%	15.8%
	$150,000 - 175,000	n	59	6	23	9	20	32	27
		%	17.1%	13.4%	19.9%	13.1%	18.4%	18.2%	16.1%
	$175,000 - 200,000	n	19	1	6	5	7	10	10
		%	5.6%	1.4%	5.6%	6.8%	6.8%	5.5%	5.9%
	$200,000 - 250,000	n	36	6	8	8	13	15	19
		%	10.4%	11.8%	6.8%	11.0%	12.2%	8.6%	11.7%
	Over $250,000	n	14	2	6	3	3	6	7
		%	4.0%	4.1%	5.4%	3.8%	2.7%	3.6%	4.4%
	DK/NR	n	11	0	3	2	6	3	8
		%	3.3%	.0%	2.7%	3.1%	5.5%	1.8%	4.9%
Total	N		344	47	115	72	109	175	167
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Under $ 75,000	n	26	0	7	11	5	1	2
	%	7.6%	2.2%	5.7%	10.2%	8.4%	4.3%	16.5%
$ 75,000 - 100,000	n	41	5	11	16	8	1	0
	%	12.0%	27.4%	9.2%	14.1%	13.3%	5.3%	.0%
$100,000 - 125,000	n	81	7	31	23	8	7	3
	%	23.5%	38.3%	26.1%	21.1%	13.3%	33.5%	24.1%
$125,000 - 150,000	n	57	1	27	15	5	5	3
	%	16.6%	8.0%	23.0%	13.8%	8.3%	25.3%	24.3%
$150,000 - 175,000	n	59	4	25	17	10	3	0
	%	17.1%	20.7%	21.1%	15.5%	17.7%	14.0%	.0%
$175,000 - 200,000	n	19	1	4	6	6	1	2
	%	5.6%	3.5%	3.6%	5.1%	10.0%	3.5%	12.5%
$200,000 - 250,000	n	36	0	8	12	8	2	3
	%	10.4%	.0%	6.9%	10.9%	14.8%	9.5%	22.7%
Over $250,000	n	14	0	2	3	7	1	0
	%	4.0%	.0%	1.5%	3.0%	12.3%	4.6%	.0%
DK/NR	n	11	0	3	7	1	0	0
	%	3.3%	.0%	2.8%	6.3%	1.9%	.0%	.0%
Total N		344	19	118	110	57	20	14
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Renovation intentions

	n	%
Strong (Ready to Renovate)	345	17.8%
Moderate (Thinking of Renovating)	293	15.1%
Potential Renovator	240	12.4%
Not intending to renovate	1061	54.7%
Total	1939	100.0%

[BASE=All home owners] [Data are weighted]

Renovation Intender Profile: Residence

Area of residence in Edmonton	n	%
North East Edmonton	93	10.6%
North West Edmonton	77	8.8%
West Edmonton	109	12.4%
South West Edmonton	73	8.3%
Central Edmonton	117	13.3%
South East Edmonton	94	10.8%
St. Albert	60	6.9%
Sherwood Park	76	8.6%
Other/Outside Edmonton	174	19.8%
DK/NR	5	.5%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	n	%
18-24	14	1.6%
25-34	174	19.8%
35-44	294	33.5%
45-54	206	23.5%
55-64	94	10.7%
65 +	72	8.2%
DK/NR	24	2.8%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	N	Mean age	Median age
	854	44	43

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Gender

	n	%
Male	345	39.3%
Female	533	60.7%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Household composition

Household size [# persons]	n	%
1	112	12.8%
2	233	26.5%
3	165	18.8%
4 or more	359	40.9%
DK/NR	8	1.0%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Children under 18 years of age in household

	n	%
No	436	49.7%
Yes	433	49.3%
DK/NR	8	1.0%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Total household income

	n	%
Under $20,000	27	3.1%
$ 20,000- 40,000	141	16.0%
$ 40,000- 60,000	206	23.5%
$ 60,000- 80,000	163	18.6%
$ 80,000-100,000	96	11.0%
$100,000-200,000	69	7.9%
$200,000 or more	6	.7%
DK/NR	170	19.3%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 12 months

	n	%
Low	65	7.4%
50/50	190	21.7%
High	621	70.8%
DK	2	.2%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 6 months

	n	%
Low	268	30.5%
50/50	184	21.0%
High	418	47.6%
Don't Know/Refused	8	.9%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

All home renovations planned

Renovations	n	%
NET: PAINT / WALLPAPER	395	45.0%
NET: KITCHEN	123	14.1%
NET: BATHROOM	126	14.3%
NET: CARPET / FLOORING	231	26.3%
NET: REC ROOM	116	13.2%
Paint/Wallpaper: one room	60	6.9%
Paint/Wallpaper: more than one room	216	24.6%
Paint/Wallpaper: whole house	119	13.5%
Kitchen: cabinets/counter tops	70	7.9%
Kitchen: complete renovation	55	6.2%
Bathroom: fixtures	15	1.7%
Bathroom: tile	20	2.2%
Bathroom: complete renovation	78	8.8%
Bathroom: addition/basement conversn	23	2.6%
Carpet/Flooring: one room	63	7.2%
Carpet/Flooring: more than one room	109	12.4%
Carpet/Flooring: whole house	45	5.1%
Rec Room: new addition	15	1.7%
Rec Room: basement conversion	104	11.8%
Add a fireplace	10	1.2%
Add a pool	3	.3%
Add/refurbish closets	9	1.0%
Build a garage	16	1.8%
Deck/Patio	68	7.7%
Doors	24	2.7%
Exterior painting/stucco	30	3.4%
Fence	15	1.8%
Foundation	2	.2%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
Furnace	25	2.8%
Hot water heater	7	.9%
Ornamental lighting	3	.3%
Roofing	63	7.2%
Windows	56	6.4%
Wiring	11	1.3%
Paint/Wallpaper (unspecified)	3	.3%
Carpet/Flooring (unspecified)	17	1.9%
Basement (unspecified)	10	1.1%
Renovation/Redecoration (unspecified)	11	1.3%
Drywall/Plastering	10	1.1%
Siding	12	1.4%
Driveway/Sidewalk	5	.6%
Addition/Extension/Add room(s)	47	5.4%
Remove/Replace/Erect walls	10	1.1%
Landscaping	13	1.5%
Insulation	10	1.2%
The whole house/Everything (unspecified)	0	.0%
Plumbing	2	.2%
Air conditioning/Air cleaning/Filters	1	.1%
Eavestroughs/Gutters	6	.7%
Brickwork/Masonry	0	.0%
New furnishings	5	.5%
Chimney repairs/New	0	.0%
Other renovations	25	2.9%
None	0	.0%
DON'T KNOW/REFUSED	5	.6%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

The most important renovation project planned

	n	%
Paint/Wallpaper: 1 room	37	4.2%
Paint/Wallpaper: 2+ rooms	126	14.4%
Paint/Wpaper: House	74	8.5%
Kitchen: Cabinet/Counter	28	3.2%
Kitchen: Complete Renovation	38	4.3%
Bathroom: Fixtures	5	.6%
Bathroom: Tile	5	.6%
Bathroom: Complete Renovation	42	4.8%
Bathroom: Addition/Conversion	13	1.5%
Carpet/Floor: 1 room	26	3.0%
Carpet/Floor: 2+ rooms	49	5.6%
Carpet/Floor: House	27	3.1%
Rec Room: New addition	7	.8%
Rec Room: Conversion	80	9.1%
Add fireplace	4	.5%
Add pool/hot tub	1	.1%
Add/Refurbish Closets/cabinets	6	.7%
Build garage	12	1.4%
Deck/Patio	30	3.4%
Doors	5	.6%
Ext painting/stucco	14	1.6%
Fence	6	.7%
Foundation	2	.2%
Furnace	16	1.8%
Hot water heater	2	.3%
Ornamental lighting	1	.1%
Roofing	45	5.2%
Windows	30	3.4%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

	n	%
Wiring	2	.3%
Paint/Wallpaper: Unspecified	3	.3%
Carpet/Floor: Unspecified	8	.9%
Basement: Unspecified	8	.9%
Renovate/Decorate	5	.5%
Drywall/Plastering	2	.2%
Siding	5	.6%
Driveway/Sidewalk	1	.1%
Addition/Extension	28	3.2%
Wall: Remove/Replace	3	.4%
Landscaping	3	.3%
Insulation	5	.6%
Plumbing	2	.2%
Eavestroughing/Gutters	2	.3%
Miscellaneous	17	2.0%
Don't Know/No Response	49	5.6%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do the renovations

	n	%
Do it myself	420	47.9%
Some contracted help	170	19.3%
General handyman	33	3.8%
Skilled tradesperson	110	12.5%
General contractor	114	13.0%
Architect/ Engineer	6	.7%
Family/ Friends	4	.5%
Retailer/ Manufacturer	1	.1%
Myself & family/ friends	2	.2%
Miscellaneous	1	.1%
DK/NR	16	1.8%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on all renovations

	n	%
Up to $500	124	14.1%
$ 501 - 1,000	59	6.8%
$1,001 - 2,500	106	12.1%
$2,501 - 5,000	140	15.9%
$5,001 -10,000	126	14.3%
Over $10,000	96	10.9%
DK/NR	227	25.8%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on all renovations

	N	Mean $	Median $
	652	$7,395.75	$3,000.00

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	n	%
Up to $500	173	19.8%
$ 501 - 1,000	73	8.4%
$1,001 - 2,500	125	14.2%
$2,501 - 5,000	120	13.6%
$5,001 -10,000	70	8.0%
Over $10,000	57	6.5%
DK/NR	260	29.6%
Total	878	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	N	Mean $	Median $
Plan to spend: Most important renovation	618	$5,280.24	$2,000.00

[BASE=All home renovation intenders] [Data are weighted]

Pre-renovation activities

	n	%
Contacted contractor: renovation info	186	21.2%
Talked to building materials supplier	306	34.9%
Read publications: renovation info	423	48.1%
Watched TV pgms/videos on renovations	470	53.6%
None of these	197	22.4%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Reasons decided not to renovate

Reasons	n	%
Change in hhold financial situation	18	40.1%
Change in household job situation	1	2.2%
Cost is too high	3	6.4%
Sold existing house	0	.0%
Satisfied with existing home	0	.0%
Just renovated existing home	1	1.5%
Just bought a home	0	.0%
Don't want to make a mess/hassle	5	11.9%
Kids moved back/moved away	0	.0%
No time/Too busy	5	10.7%
Not the right time of year	2	4.5%
Want to move/Trying to sell	0	.0%
Personal reasons	1	1.8%
Age factor	0	.0%
Don't need/Have a new house	0	.0%
Don't need (unspecified)	2	5.1%
Other reasons not to renovate	8	16.8%
DON'T KNOW/REFUSED	1	3.0%

[BASE=Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	65	10.5%
Change in household job situation	3	.5%
Thinking of selling home	7	1.1%
Bought an older home	0	.0%
Deterioration of existing home	76	12.4%
Develop health/mobility problems	2	.3%
Want to change style of existing home	6	1.0%
Kids moved back/moved away	2	.2%
Nothing/Like my existing home	318	51.6%
Disaster	22	3.6%
Increase in household size	3	.5%
Home needs to be older/too new	18	3.0%
Already done/Don't need	21	3.4%
Don't want to/No intentions	16	2.6%
Win lottery/Other windfall	17	2.8%
Other reconsideration factors	14	2.3%
DON'T KNOW/REFUSED	38	6.1%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Current residence of respondent

			Overall	Area of residence in Edmonton								
				North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	Central Edmonton	South East Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
	Strong (Ready to Renovate)	n	345	29	33	39	29	53	35	25	29	71
		%	39.2%	31.7%	42.3%	35.8%	39.6%	45.3%	37.3%	41.3%	38.4%	40.6%
	Moderate (Thinking of Renovating)	n	293	32	22	43	20	39	32	21	23	58
		%	33.4%	34.8%	28.0%	40.0%	27.7%	33.7%	33.6%	35.3%	30.8%	33.4%
	Potential Renovator	n	240	31	23	26	24	24	27	14	23	45
		%	27.4%	33.5%	29.7%	24.2%	32.7%	20.9%	29.0%	23.4%	30.8%	26.0%
Total	N_____		878	93	77	109	73	117	94	60	76	174
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Strong (Ready to Renovate)	n	345	10	52	70	74	41	30	5
		%	39.2%	36.8%	37.3%	34.1%	45.0%	42.6%	43.4%	72.9%
	Moderate (Thinking of Renovating)	n	293	7	33	74	59	43	25	2
		%	33.4%	24.2%	23.5%	36.0%	36.4%	45.2%	35.4%	27.1%
	Potential Renovator	n	240	10	55	61	30	12	15	0
		%	27.4%	39.0%	39.2%	29.9%	18.6%	12.2%	21.1%	.0%
Total	N_____		878	27	141	206	163	96	69	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Renovate)	n	345	53	87	58	143	166	175
		%	39.2%	47.4%	37.1%	35.3%	39.8%	38.1%	40.3%
	Moderate (Thinking of Renovating)	n	293	32	78	59	124	147	146
		%	33.4%	28.2%	33.4%	35.8%	34.5%	33.6%	33.6%
	Potential Renovator	n	240	27	69	48	92	123	113
		%	27.4%	24.4%	29.5%	28.9%	25.7%	28.3%	26.0%
Total	N		878	112	233	165	359	436	433
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Strong (Ready to Renovate)	n	345	4	81	119	79	30	25
		%	39.2%	31.0%	46.7%	40.4%	38.2%	32.1%	34.5%
	Moderate (Thinking of Renovating)	n	293	6	56	103	72	29	18
		%	33.4%	45.9%	32.2%	35.1%	35.1%	31.4%	25.5%
	Potential Renovator	n	240	3	37	72	55	34	29
		%	27.4%	23.1%	21.1%	24.5%	26.7%	36.5%	40.0%
Total	N		878	14	174	294	206	94	72
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by All home renovations planned

			Overall	All renovations planned						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External constructio n/ Repair	All other renovations
	Strong (Ready to Renovate)	n	345	162	50	66	97	80	69	83
		%	39.2%	40.9%	40.6%	52.2%	41.9%	47.7%	37.4%	48.9%
	Moderate (Thinking of Renovating)	n	293	133	37	35	79	40	72	43
		%	33.4%	33.6%	29.8%	27.7%	34.3%	23.5%	39.5%	25.5%
	Potential Renovator	n	240	101	37	25	55	48	42	44
		%	27.4%	25.4%	29.7%	20.1%	23.9%	28.8%	23.0%	25.6%
Total	N		878	395	123	126	231	168	183	170
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Amount plan to spend on all renovations

			Overall	$ plan to spend on renovations					
				Up to $500	$ 501 - 1,000	$1,001 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Strong (Ready to Renovate)	n	345	47	24	47	66	52	43
		%	39.2%	38.2%	40.3%	44.2%	47.4%	40.9%	44.3%
	Moderate (Thinking of Renovating)	n	293	46	23	45	41	44	31
		%	33.4%	37.2%	39.0%	42.3%	29.4%	35.0%	32.6%
	Potential Renovator	n	240	31	12	14	32	30	22
		%	27.4%	24.6%	20.7%	13.6%	23.2%	24.1%	23.1%
Total	N_____		878	124	59	106	140	126	96
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Strong (Ready to Renovate)	n	345	85	24	27	39	58	37	54
		%	39.2%	35.3%	35.8%	42.3%	35.1%	47.1%	31.5%	50.6%
	Moderate (Thinking of Renovating)	n	293	84	20	22	42	28	56	27
		%	33.4%	35.0%	30.9%	34.5%	38.3%	23.0%	47.3%	25.0%
	Potential Renovator	n	240	71	22	15	29	37	25	26
		%	27.4%	29.7%	33.2%	23.3%	26.6%	30.0%	21.2%	24.4%
Total	N_____		878	241	66	65	110	123	118	106
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Amount plan to spend on most important renovation

			Overall	$ plan to spend on most important renovation					
				Up to $500	$ 501 - 1,000	$1,001 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Strong (Ready to Renovate)	n	345	75	34	43	57	27	22
		%	39.2%	43.3%	46.1%	34.7%	47.9%	38.2%	38.4%
	Moderate (Thinking of Renovating)	n	293	58	26	58	35	27	18
		%	33.4%	33.5%	35.7%	46.2%	28.9%	38.6%	31.0%
	Potential Renovator	n	240	40	13	24	28	16	17
		%	27.4%	23.3%	18.2%	19.1%	23.2%	23.2%	30.6%
Total	N		878	173	73	125	120	70	57
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Who will do renovations

			Overall	Who will do renovations									
				Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Family/ Friends	Retailer/ Manufacturer	Myself & family/ friends	Miscellaneous
	Strong (Ready to Renovate)	n	345	178	68	9	42	39	1	2	1	1	1
		%	39.2%	42.3%	40.1%	28.3%	37.9%	34.5%	13.8%	41.4%	100.0%	52.0%	100.0%
	Moderate (Thinking of Renovating)	n	293	147	53	10	40	35	2	2	0	0	0
		%	33.4%	35.1%	31.3%	28.8%	36.4%	30.4%	33.0%	40.4%	.0%	.0%	.0%
	Potential Renovator	n	240	95	49	14	28	40	3	1	0	1	0
		%	27.4%	22.6%	28.6%	42.9%	25.7%	35.2%	53.2%	18.2%	.0%	48.0%	.0%
Total	N		878	420	170	33	110	114	6	4	1	2	1
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Current residence of respondent

			Overall	Area of residence in Edmonton								
				North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	Central Edmonton	South East Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
	Paint/ Wallpaper	n	241	30	21	27	15	27	25	20	22	53
		%	27.4%	32.5%	27.0%	24.6%	20.3%	23.4%	26.3%	32.4%	29.6%	30.5%
	Kitchen	n	66	6	4	7	7	8	8	4	7	14
		%	7.5%	6.7%	5.0%	6.3%	10.1%	7.3%	8.1%	6.5%	9.5%	8.2%
	Bathroom	n	65	7	4	14	3	8	3	3	6	18
		%	7.4%	7.1%	4.9%	13.2%	3.5%	6.7%	3.6%	4.3%	7.6%	10.3%
	Carpets/ Flooring	n	110	10	11	9	11	16	11	9	12	19
		%	12.5%	10.9%	14.4%	8.6%	14.9%	13.8%	12.2%	14.7%	15.7%	11.1%
	Basem/ Attic Conv/ Addtn	n	123	12	8	17	14	17	16	8	12	18
		%	14.0%	12.5%	10.8%	15.4%	19.9%	14.5%	17.4%	13.2%	15.5%	10.5%
	Exter Const/ Repair	n	118	14	12	16	10	18	14	6	8	18
		%	13.5%	14.8%	15.5%	14.8%	14.3%	15.7%	14.8%	9.8%	11.2%	10.3%
	All Others	n	106	11	10	12	7	20	12	8	5	20
		%	12.1%	12.1%	13.5%	11.3%	9.9%	16.8%	12.6%	13.3%	6.0%	11.5%
	Don't Know/Refused	n	49	3	7	6	5	2	5	3	4	13
		%	5.6%	3.4%	8.9%	5.8%	7.2%	1.9%	5.1%	5.8%	4.8%	7.6%
Total	N		878	93	77	109	73	117	94	60	76	174
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Paint/ Wallpaper	n	241	11	44	47	45	27	12	0
		%	27.4%	41.8%	31.3%	22.9%	27.3%	27.9%	16.9%	.0%
	Kitchen	n	66	2	11	16	13	5	7	0
		%	7.5%	7.5%	7.8%	8.0%	7.9%	5.3%	10.5%	.0%
	Bathroom	n	65	1	8	17	16	8	3	1
		%	7.4%	4.4%	5.8%	8.2%	10.1%	8.6%	4.8%	12.4%
	Carpets/ Flooring	n	110	1	14	27	21	15	10	1
		%	12.5%	3.4%	10.2%	13.1%	12.9%	15.1%	14.9%	10.6%
	Basem/ Attic Conv/ Addtn	n	123	3	17	36	27	10	16	2
		%	14.0%	9.7%	11.8%	17.4%	16.7%	10.8%	22.6%	25.0%
	Exter Const/ Repair	n	118	2	26	23	18	12	8	1
		%	13.5%	7.0%	18.5%	11.0%	11.3%	12.2%	12.2%	14.7%
	All Others	n	106	5	16	32	15	11	9	1
		%	12.1%	17.8%	11.2%	15.5%	9.0%	11.7%	12.6%	12.3%
	Don't Know/Refused	n	49	2	5	8	8	8	4	2
		%	5.6%	8.5%	3.5%	4.0%	5.0%	8.3%	5.5%	24.9%
Total	N_____		878	27	141	206	163	96	69	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Paint/ Wallpaper	n	241	30	63	45	100	111	126
		%	27.4%	26.5%	27.2%	27.2%	27.8%	25.5%	29.2%
	Kitchen	n	66	5	16	12	32	32	34
		%	7.5%	4.2%	7.1%	7.4%	9.0%	7.4%	7.8%
	Bathroom	n	65	6	19	12	28	34	30
		%	7.4%	5.3%	8.0%	7.0%	7.7%	7.8%	6.9%
	Carpets/ Flooring	n	110	17	33	20	39	57	53
		%	12.5%	15.2%	14.4%	11.9%	10.9%	13.0%	12.1%
	Basem/ Attic Conv/ Addtn	n	123	13	24	28	58	51	71
		%	14.0%	11.6%	10.2%	16.7%	16.0%	11.8%	16.3%
	Exter Const/ Repair	n	118	20	33	18	44	61	55
		%	13.5%	18.1%	14.3%	11.1%	12.2%	13.9%	12.7%
	All Others	n	106	14	29	24	39	61	45
		%	12.1%	12.4%	12.4%	14.6%	10.9%	14.0%	10.4%
	Don't Know/Refused	n	49	7	15	7	20	29	20
		%	5.6%	6.6%	6.4%	4.1%	5.5%	6.6%	4.7%
Total	N_____		878	112	233	165	359	436	433
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Paint/ Wallpaper	n	241	3	52	77	52	29	20
		%	27.4%	25.1%	29.7%	26.0%	25.3%	31.2%	28.5%
	Kitchen	n	66	1	8	23	17	8	7
		%	7.5%	6.9%	4.8%	7.8%	8.4%	8.4%	9.6%
	Bathroom	n	65	0	14	19	19	9	3
		%	7.4%	.0%	7.9%	6.5%	9.2%	9.2%	4.0%
	Carpets/ Flooring	n	110	3	15	38	33	13	5
		%	12.5%	24.9%	8.5%	12.9%	16.0%	13.7%	7.1%
	Basem/ Attic Conv/ Addtn	n	123	3	29	49	27	8	2
		%	14.0%	23.6%	16.5%	16.7%	12.9%	8.9%	3.4%
	Exter Const/ Repair	n	118	1	23	40	23	11	14
		%	13.5%	10.7%	13.3%	13.7%	11.3%	11.3%	20.1%
	All Others	n	106	1	25	34	19	13	13
		%	12.1%	8.8%	14.6%	11.5%	9.4%	13.4%	18.1%
	Don't Know/Refused	n	49	0	8	15	15	4	7
		%	5.6%	.0%	4.7%	4.9%	7.4%	3.8%	9.3%
Total	N		878	14	174	294	206	94	72
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Current residence of respondent

			Overall	Area of residence in Edmonton								
				North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	Central Edmonton	South East Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
	Up to $500	n	173	24	13	25	6	24	19	10	14	38
		%	19.8%	25.9%	16.2%	23.2%	8.4%	20.3%	20.1%	17.0%	17.8%	22.0%
	$ 501 - 1,000	n	73	11	9	3	4	16	6	7	3	13
		%	8.4%	11.6%	12.1%	2.8%	5.7%	13.5%	6.0%	11.6%	4.5%	7.7%
	$1,001 - 2,500	n	125	16	15	16	10	13	14	4	12	25
		%	14.2%	17.4%	19.7%	14.8%	13.7%	10.7%	14.4%	6.0%	16.4%	14.3%
	$2,501 - 5,000	n	120	8	5	19	10	15	14	9	10	29
		%	13.6%	8.1%	6.9%	17.5%	14.3%	12.8%	14.4%	15.3%	13.4%	16.4%
	$5,001 -10,000	n	70	6	6	4	6	10	8	4	8	16
		%	8.0%	6.5%	7.8%	4.0%	8.9%	8.9%	8.2%	6.6%	11.0%	8.9%
	Over $10,000	n	57	2	3	13	10	11	1	5	9	4
		%	6.5%	2.6%	3.5%	11.5%	13.4%	9.5%	.9%	8.8%	11.3%	2.0%
	DK/NR	n	260	26	26	28	26	28	34	21	19	50
		%	29.6%	27.8%	33.6%	26.2%	35.6%	24.2%	36.0%	34.7%	25.6%	28.7%
Total	N		878	93	77	109	73	117	94	60	76	174
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Up to $500	n	173	10	36	41	33	17	7	0
		%	19.8%	37.7%	25.5%	20.1%	20.0%	17.5%	9.5%	.0%
	$ 501 - 1,000	n	73	5	12	25	11	12	4	0
		%	8.4%	17.0%	8.4%	12.3%	6.5%	12.6%	6.3%	.0%
	$1,001 - 2,500	n	125	3	21	30	28	17	8	1
		%	14.2%	11.0%	15.0%	14.6%	16.9%	18.1%	11.3%	12.3%
	$2,501 - 5,000	n	120	0	21	31	29	12	12	1
		%	13.6%	1.8%	14.7%	15.1%	17.7%	12.4%	17.5%	23.2%
	$5,001 -10,000	n	70	1	8	15	14	11	8	1
		%	8.0%	3.7%	5.5%	7.4%	8.4%	11.4%	12.1%	14.7%
	Over $10,000	n	57	0	2	8	12	4	19	2
		%	6.5%	.0%	1.4%	3.7%	7.6%	3.8%	27.6%	35.5%
	DK/NR	n	260	8	42	55	37	23	11	1
		%	29.6%	28.9%	29.6%	26.8%	22.9%	24.2%	15.6%	14.3%
Total	N		878	27	141	206	163	96	69	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Up to $500	n	173	31	43	30	68	84	88
		%	19.8%	27.6%	18.6%	18.0%	18.8%	19.3%	20.2%
	$ 501 - 1,000	n	73	7	19	12	34	29	43
		%	8.4%	6.4%	8.3%	7.2%	9.5%	6.7%	10.0%
	$1,001 - 2,500	n	125	15	30	27	53	63	62
		%	14.2%	13.2%	12.7%	16.6%	14.7%	14.4%	14.3%
	$2,501 - 5,000	n	120	19	33	25	42	68	51
		%	13.6%	17.3%	14.0%	15.3%	11.7%	15.7%	11.8%
	$5,001 -10,000	n	70	8	18	11	32	33	36
		%	8.0%	7.3%	7.7%	6.6%	8.9%	7.6%	8.3%
	Over $10,000	n	57	4	15	11	27	25	32
		%	6.5%	3.2%	6.5%	6.6%	7.5%	5.7%	7.3%
	DK/NR	n	260	28	75	49	104	134	121
		%	29.6%	24.9%	32.1%	29.7%	28.9%	30.7%	28.0%
Total	N_____		878	112	233	165	359	436	433
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Up to $500	n	173	2	50	48	45	17	9
		%	19.8%	16.8%	28.5%	16.3%	21.6%	17.9%	12.4%
	$ 501 - 1,000	n	73	2	18	23	12	8	8
		%	8.4%	11.0%	10.2%	7.9%	5.6%	9.0%	11.7%
	$1,001 - 2,500	n	125	2	24	43	25	11	19
		%	14.2%	17.7%	13.7%	14.7%	11.9%	11.9%	26.1%
	$2,501 - 5,000	n	120	2	26	38	33	12	7
		%	13.6%	11.0%	15.2%	12.8%	15.9%	13.0%	9.6%
	$5,001 -10,000	n	70	0	9	27	20	6	6
		%	8.0%	3.4%	5.0%	9.2%	9.9%	6.6%	8.6%
	Over $10,000	n	57	0	9	24	12	9	3
		%	6.5%	.0%	5.0%	8.2%	5.7%	9.1%	4.0%
	DK/NR	n	260	6	39	91	61	30	20
		%	29.6%	40.1%	22.4%	31.0%	29.4%	32.5%	27.6%
Total	N_____		878	14	174	294	206	94	72
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Most important renovation planned

		Overall	Most important renovation						
			Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Up to $500	n	173	118	6	7	6	7	14	17
	%	19.8%	48.9%	8.6%	10.0%	5.3%	5.7%	11.5%	16.1%
$ 501 - 1,000	n	73	23	3	6	13	9	5	15
	%	8.4%	9.4%	4.2%	9.8%	11.4%	7.5%	4.2%	14.1%
$1,001 - 2,500	n	125	22	10	14	16	17	24	21
	%	14.2%	9.1%	15.1%	21.6%	15.0%	13.6%	20.4%	19.4%
$2,501 - 5,000	n	120	7	10	13	25	27	24	14
	%	13.6%	2.8%	15.4%	19.4%	22.8%	21.8%	20.2%	13.5%
$5,001 -10,000	n	70	0	13	8	15	15	15	4
	%	8.0%	.0%	20.1%	11.8%	14.0%	12.0%	12.8%	3.4%
Over $10,000	n	57	4	9	5	4	26	6	3
	%	6.5%	1.7%	13.6%	7.1%	3.9%	21.1%	4.8%	2.5%
DK/NR	n	260	68	15	13	30	23	31	33
	%	29.6%	28.1%	23.0%	20.3%	27.7%	18.3%	26.1%	31.0%
Total N		878	241	66	65	110	123	118	106
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Who will do renovations

			Who will do renovations									
		Overall	Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Family/ Friends	Retailer/ Manufacturer	Myself & family/ friends	Miscellaneous
Up to $500	n	173	143	7	3	10	6	0	2	0	0	0
	%	19.8%	34.0%	4.0%	9.6%	9.4%	5.2%	.0%	40.4%	.0%	.0%	.0%
$ 501 - 1,000	n	73	41	9	7	9	6	1	0	0	0	0
	%	8.4%	9.7%	5.6%	21.1%	8.3%	4.8%	12.9%	.0%	.0%	.0%	.0%
$1,001 - 2,500	n	125	52	28	7	23	12	1	1	0	0	0
	%	14.2%	12.3%	16.6%	21.0%	20.5%	10.3%	20.2%	23.2%	.0%	.0%	.0%
$2,501 - 5,000	n	120	40	33	2	20	20	1	0	0	1	1
	%	13.6%	9.5%	19.3%	6.2%	18.5%	17.8%	12.7%	.0%	.0%	52.0%	100.0%
$5,001 -10,000	n	70	17	23	4	8	16	1	1	0	0	0
	%	8.0%	4.0%	13.5%	10.8%	7.6%	14.0%	12.8%	18.2%	.0%	.0%	.0%
Over $10,000	n	57	11	21	1	4	16	1	1	0	0	0
	%	6.5%	2.6%	12.3%	2.7%	3.5%	16.1%	13.5%	18.2%	.0%	.0%	.0%
DK/NR	n	260	117	49	9	35	36	2	0	1	1	0
	%	29.6%	27.9%	28.7%	28.4%	32.1%	31.7%	27.9%	.0%	100.0%	48.0%	.0%
Total N		878	420	170	33	110	114	8	4	1	2	1
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Current residence of respondent

		Overall	Area of residence in Edmonton								
			North East Edmonton	North West Edmonton	West Edmonton	South West Edmonton	Central Edmonton	South East Edmonton	St. Albert	Sherwood Park	Other/Outside Edmonton
Do it myself	n	420	50	40	41	26	54	43	26	39	97
	%	47.9%	53.8%	51.1%	37.5%	35.3%	45.9%	45.8%	46.4%	51.7%	55.8%
Some contracted help	n	170	20	14	25	17	17	16	10	18	33
	%	19.3%	22.0%	18.2%	23.2%	23.0%	14.5%	16.8%	16.2%	24.0%	18.8%
General handyman	n	33	3	5	1	4	7	3	3	2	5
	%	3.8%	3.1%	6.0%	1.0%	5.3%	5.7%	3.4%	5.7%	2.3%	2.9%
Skilled tradesperson	n	110	9	11	20	8	14	17	11	8	11
	%	12.5%	9.7%	14.7%	18.7%	11.6%	11.8%	18.0%	17.5%	10.4%	6.6%
General contractor	n	114	6	7	18	16	21	11	7	8	19
	%	13.0%	6.8%	8.7%	16.6%	21.4%	18.1%	11.7%	12.0%	10.6%	11.0%
Architect/ Engineer	n	6	0	0	2	2	0	1	0	0	2
	%	.7%	.0%	.0%	1.9%	2.3%	.0%	.9%	.0%	.0%	.9%
Family/ Friends	n	4	2	1	0	0	0	0	0	0	1
	%	.5%	2.7%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
Retailer/ Manufacturer	n	1	0	0	0	0	0	0	0	0	1
	%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.7%
Myself & family/ friends	n	2	0	0	0	0	0	1	0	0	1
	%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.5%
Miscellaneous	n	1	0	0	1	0	0	0	0	0	0
	%	.1%	.0%	.0%	1.1%	.0%	.0%	.0%	.0%	.0%	.0%
DK/NR	n	16	2	0	0	1	5	2	1	1	4
	%	1.8%	1.9%	.0%	.0%	1.1%	4.0%	2.6%	2.1%	1.0%	2.3%
Total N		878	93	77	109	73	117	94	60	76	174
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Total household income

			Household income							
			Overall	Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Do it myself	n	420	15	65	108	90	47	26	1
		%	47.9%	55.5%	46.3%	52.5%	55.1%	48.9%	37.6%	12.5%
	Some contracted help	n	170	2	23	39	37	23	14	1
		%	19.3%	7.0%	16.2%	18.8%	22.4%	23.7%	20.3%	23.0%
	General handyman	n	33	2	9	9	5	2	2	0
		%	3.8%	8.0%	6.1%	4.5%	3.1%	1.9%	2.2%	.0%
	Skilled tradesperson	n	110	5	19	22	16	9	10	1
		%	12.5%	17.3%	13.2%	10.8%	9.8%	9.8%	14.8%	10.6%
	General contractor	n	114	1	19	24	12	14	15	3
		%	13.0%	4.4%	13.2%	11.8%	7.3%	14.9%	21.3%	53.8%
	Architect/ Engineer	n	6	0	1	0	3	0	1	0
		%	.7%	.0%	.6%	.0%	1.7%	.0%	1.2%	.0%
	Family/ Friends	n	4	1	2	0	1	0	0	0
		%	.5%	3.3%	1.2%	.0%	.5%	.0%	.0%	.0%
	Retailer/ Manufacturer	n	1	0	0	0	0	0	0	0
		%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Myself & family/ friends	n	2	0	1	1	0	0	0	0
		%	.2%	.0%	.6%	.4%	.0%	.0%	.0%	.0%
	Miscellaneous	n	1	0	0	0	0	0	0	0
		%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	DK/NR	n	16	1	4	3	0	1	2	0
		%	1.8%	4.4%	2.6%	1.3%	.0%	.8%	2.5%	.0%
Total	N_____		878	27	141	206	163	96	69	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Do it myself	n	420	42	99	75	202	175	242
		%	47.9%	37.2%	42.5%	45.4%	56.2%	40.2%	55.9%
	Some contracted help	n	170	14	50	32	72	85	82
		%	19.3%	12.1%	21.4%	19.2%	20.1%	19.6%	18.9%
	General handyman	n	33	12	7	8	7	24	9
		%	3.8%	10.3%	3.1%	4.6%	1.9%	5.6%	2.1%
	Skilled tradesperson	n	110	24	33	25	27	69	40
		%	12.5%	21.3%	14.2%	15.0%	7.5%	15.9%	9.2%
	General contractor	n	114	20	34	18	42	68	47
		%	13.0%	18.1%	14.7%	10.9%	11.7%	15.5%	10.8%
	Architect/ Engineer	n	6	0	2	1	4	4	2
		%	.7%	.0%	.7%	.5%	1.0%	.9%	.6%
	Family/ Friends	n	4	0	1	2	2	1	3
		%	.5%	.0%	.4%	1.1%	.4%	.2%	.8%
	Retailer/ Manufacturer	n	1	0	1	0	0	1	0
		%	.1%	.0%	.5%	.0%	.0%	.3%	.0%
	Myself & family/ friends	n	2	0	1	1	0	1	1
		%	.2%	.0%	.4%	.5%	.0%	.2%	.2%
	Miscellaneous	n	1	1	0	0	0	1	0
		%	.1%	1.1%	.0%	.0%	.0%	.3%	.0%
	DK/NR	n	16	0	5	5	4	7	7
		%	1.8%	.0%	2.1%	2.8%	1.2%	1.5%	1.6%
Total	N		878	112	233	165	359	436	433
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Do it myself	n	420	8	108	151	96	35	13
		%	47.9%	58.7%	62.0%	51.2%	46.7%	37.0%	18.3%
	Some contracted help	n	170	4	34	56	44	15	14
		%	19.3%	25.5%	19.7%	19.2%	21.3%	15.8%	20.1%
	General handyman	n	33	1	4	11	5	6	6
		%	3.8%	7.5%	2.5%	3.9%	2.2%	6.4%	8.5%
	Skilled tradesperson	n	110	0	10	36	24	18	19
		%	12.5%	.0%	5.6%	12.3%	11.6%	19.0%	27.0%
	General contractor	n	114	1	13	32	28	18	14
		%	13.0%	8.2%	7.6%	11.0%	13.7%	19.6%	19.4%
	Architect/ Engineer	n	6	0	2	2	2	0	1
		%	.7%	.0%	.9%	.5%	.8%	.0%	1.7%
	Family/ Friends	n	4	0	0	2	3	0	0
		%	.5%	.0%	.0%	.5%	1.3%	.0%	.0%
	Retailer/ Manufacturer	n	1	0	0	0	0	0	1
		%	.1%	.0%	.0%	.0%	.0%	.0%	1.7%
	Myself & family/ friends	n	2	0	0	1	1	0	0
		%	.2%	.0%	.0%	.3%	.4%	.0%	.0%
	Miscellaneous	n	1	0	0	0	0	1	0
		%	.1%	.0%	.0%	.0%	.0%	1.3%	.0%
	DK/NR	n	16	0	3	3	4	1	2
		%	1.8%	.0%	1.7%	1.0%	1.9%	.8%	3.3%
Total	N_____		878	14	174	294	206	94	72
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by All home renovations planned

		Overall	All renovations planned						
			Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External constructio n/ Repair	All other renovations
Do it myself	n	420	252	54	58	92	72	69	62
	%	47.9%	63.7%	43.7%	46.6%	39.7%	42.8%	37.8%	36.2%
Some contracted help	n	170	55	32	31	40	52	46	32
	%	19.3%	13.9%	25.6%	24.8%	17.4%	30.7%	25.0%	19.0%
General handyman	n	33	15	2	3	10	6	6	5
	%	3.8%	3.7%	1.6%	2.2%	4.5%	3.4%	3.1%	3.1%
Skilled tradesperson	n	110	40	15	14	49	7	27	37
	%	12.5%	10.1%	12.1%	10.9%	21.0%	3.9%	14.9%	21.6%
General contractor	n	114	28	17	19	31	27	30	27
	%	13.0%	7.1%	13.4%	14.8%	13.3%	16.2%	16.2%	16.1%
Architect/ Engineer	n	6	0	1	1	2	3	0	1
	%	.7%	.0%	.7%	.6%	.9%	1.5%	.0%	.7%
Family/ Friends	n	4	1	2	0	0	1	1	0
	%	.5%	.2%	1.5%	.0%	.0%	.5%	.5%	.0%
Retailer/ Manufacturer	n	1	0	0	0	0	0	0	1
	%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.7%
Myself & family/ friends	n	2	1	0	0	0	1	1	0
	%	.2%	.2%	.0%	.0%	.0%	.5%	.5%	.0%
Miscellaneous	n	1	0	0	0	0	0	1	0
	%	.1%	.0%	.0%	.0%	.0%	.0%	.7%	.0%
DK/NR	n	16	4	2	0	7	1	3	5
	%	1.8%	1.0%	1.5%	.0%	3.2%	.5%	1.5%	2.7%
Total N		878	395	123	126	231	168	183	170
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Who will do renovations by Most important renovation planned

			Most important renovation						
		Overall	Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Do it myself	n	420	177	27	32	31	51	46	37
	%	47.9%	73.7%	41.1%	49.6%	27.9%	41.3%	39.0%	35.3%
Some contracted help	n	170	19	19	18	22	38	22	16
	%	19.3%	7.9%	28.4%	27.9%	19.8%	30.6%	18.8%	15.4%
General handyman	n	33	12	1	1	7	5	3	3
	%	3.8%	5.0%	1.6%	1.4%	6.3%	3.9%	2.8%	2.4%
Skilled tradesperson	n	110	19	4	4	31	5	19	24
	%	12.5%	7.7%	6.8%	5.5%	28.0%	4.1%	16.4%	22.1%
General contractor	n	114	8	11	9	14	21	23	20
	%	13.0%	3.4%	17.1%	14.4%	13.1%	16.8%	19.8%	19.2%
Architect/ Engineer	n	6	0	1	1	1	3	0	1
	%	.7%	.0%	1.3%	1.2%	.7%	2.0%	.0%	1.2%
Family/ Friends	n	4	1	2	0	0	1	1	0
	%	.5%	.4%	2.8%	.0%	.0%	.6%	.7%	.0%
Retailer/ Manufacturer	n	1	0	0	0	0	0	0	1
	%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
Myself & family/ friends	n	2	1	0	0	0	1	0	0
	%	.2%	.3%	.0%	.0%	.0%	.7%	.0%	.0%
Miscellaneous	n	1	0	0	0	0	0	1	0
	%	.1%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%
DK/NR	n	16	4	1	0	5	0	2	3
	%	1.8%	1.7%	1.0%	.0%	4.1%	.0%	1.4%	3.3%
Total N		878	241	66	65	110	123	118	106
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]